

# Online Storytelling Around the World

## Creating Compelling Communications for International Audiences

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## PART 01

### About the Author

Kendra McCormack searches for the stories in everyday life. She pursues this same endeavor in her career managing communications for an international development project that works to strengthen in-country health workforces in Africa and Southeast Asia. Her job not only involves sharing stories about the project and its activities but also providing mentorship and training on communications to aspiring storytellers around the world. Combining her fascination with traveling to explore different cultures, her undergraduate degree in history, and a desire to create compelling content, Kendra seeks to share these stories with communities across the globe. The University of Minnesota's MA in Strategic Communication program has offered an opportunity to research how we can reach and inspire these international audiences.

## Executive Summary

As internet use continues to increase around the world, online storytelling is becoming more dynamic and universal. This study on online storytelling compares two evidentiary features of messages, narrative-based evidence and statistic-based evidence, to assess how to effectively use this format to reach and engage international audiences. Only recently has research started to explore how different cultures respond to these types of evidence features in the digital era. In this study, Hall's spectrum of high-context to low-context cultures is applied to three cultures — American, Ugandan, and Thai — to measure the effectiveness of narratives within in each culture. Participants from all three cultures were interviewed over a month period from June 2017 to July 2017 to assess reactions to both types of evidence. Key findings include that the high-context cultures (Ugandan and Thai) did have a higher attitude change than the low-context culture (American) as a result of the narrative-based evidence example, and the narrative-based evidence example proved more effective at eliciting an emotional reaction and lending credibility in all of the cultures. Therefore, this project argues that online storytelling is an effective way to persuasively communicate with international audiences.

## Introduction

Storytelling has been a fundamental way that humans communicate with each other since the beginning of time. From cave drawings to mythology and folklore to today's online social media streams, storytelling has allowed us to connect to each other, relate to each other, and understand each other. The medium has a long history of teaching cultural norms and values, while also used to spread information from one village to the next. Storytelling has roots in many of the world's cultures, yet certain cultures continue to value the art of storytelling as a way to understand the world in which we live.

Online storytelling, in particular, is expanding on this need to understand the world by taking these stories and making them available to everyone through the internet. The digital age has provided even more opportunities to use storytelling to connect and engage with each other, especially with regions around the world. Digital storytelling is one aspect of online storytelling that encourages individuals to generate their own storytelling content. Often used as a teaching tool, digital storytelling is an example of the democratization of technology and how everyone can now be the storyteller of their own lives. Organizations can take this same approach to owning their narratives by creating compelling content that can inspire their audiences.

As the digital divide, “the divide between those with access to new technologies and those without” (NTIA, 1999), continues to narrow, organizations can reach communities that were once inaccessible. Almost half of the world's population is now an internet user. The United States has an incredibly large penetration rate of almost 89%, but other parts of the world like Africa are increasing their internet use as it becomes more widely accessible. The region has had a 7,722.1% increase in internet use growth since 2000. (Internet statistics available at <http://www.internetworldstats.com/stats.htm>). As the internet connects more people to each other, our world becomes smaller every day.

The purpose of this research is to discover how to effectively use online storytelling for international audiences to affect attitude change. To research online storytelling, the researcher has designed a study to compare two potential evidentiary features in messages: Narrative Evidence and Statistical Evidence. Narrative evidence contains storytelling components, whereas statistical evidence consists of data. These two features may affect international audiences attitudes towards the main argument in the message in different ways. By using two evidentiary formats, the research can offer insights into the types of attitudes that are affected, including emotional reaction, credibility, and understanding of the context around the message.

Organizations, especially foreign aid or international development agencies, need to customize their communication strategies to utilize the most effective style of messaging possible for an international audience. Values and beliefs that affect attitudes in African or Thai cultures are very different than those in Western cultures. Cultures in Africa and Southeast Asia have long valued the art of storytelling. These types of norms can impact the efficacy of particular message formats, especially the types of evidence used in messages. Cross-cultural communications need to be examined more thoroughly to understand the effectiveness of persuasive communication messages in targeted regions and how we can create compelling communications.

## Literature Review

### Evidence in Communication Messages

The style of a persuasive message can take many forms, yet a key factor to persuasion is showcasing evidence that provides a basis for the argument. Both narratives and statistics are evidence styles that can establish justification and reinforcement of an argument. Researchers have studied evidence elements in messaging in several ways across Western cultures, yet little research exists that examines the issue across international cultures.

Narrative evidence includes “concrete and emotionally interesting information” while statistical evidence consists of “factual assertions and abstract data” (de Wit, Das, and Vet, 2008). Allen and Preiss define narrative evidence as “the use of case stories or examples to indicate that the conclusion offered by the communicator is true” and statistical evidence as “proof in the form of summary information across a larger number of cases” (Allen and Preiss, 1997, p. 125, 126). It is a matter of comparing qualitative information of one case or the quantitative data of many cases. Both types of evidence increase the credibility of a message, yet the strength of their efficacy to enact an attitude change can vary from one to another depending on the type of message, but also the receiver’s values and capacity to comprehend the message. Storytelling, which consists of narrative-based evidence, includes elements that both promote an emotional appeal, but also create context around the message. Little research on these evidence features has been done across cultures, and researchers to this day counter each other with which type of evidence is useful, while others have found that a combination of both evidence features is more effective than just one type or no evidence in a message (Allen et al., 2012).

## Attitude Towards Evidence-Based Messaging

### *The Processing of Evidence-Based Messages*

Evidence-based messaging has been studied in several subsets of cultures across the United States. The results often differ based on processing routes. The Elaboration Likelihood Model can be applied to analyze the benefits and weaknesses of both evidence-based styles in relation to attitude change, which can correlate to a behavior change — especially in the health arena (Ajzen and Fishbein, 2005). Richard E. Petty and John Cacioppo created the dual process theory, Elaboration Likelihood Model (ELM) in the 1980s to illustrate how our minds have two processing routes to persuasion — the central route and the peripheral route (Petty and Cacioppo, 1986). ELM is beneficial in the analysis of narrative evidence and statistical evidence since it can be used to describe how particular groups of people may value different evidence-based approaches. A target audience that prefers peripheral routes may be more likely to change the intended behavior after viewing a narrative evidence message that contains heuristics, particularly the bandwagon heuristic (Perloff, 2014). A target audience that likes to be engaged in deep thinking may be more likely to change behavior from a statistic-based message since it is more utilitarian and can engage higher-level thinking. No matter the evidence type used, evidence in the messages needs to be easy to understand so the target audience can properly process the evidence (Hoeken and Hustinx, 2009).

Narrative-based evidence in messages can be more effective when a receiver is more likely to be persuaded after noticing peripheral cues. This type of evidence has been shown to work in audiences that have a low level of involvement with the messaging topic. Hearing a narrative message from someone in a peer group can lead a receiver to identify with the source and perceive that it promotes their own beliefs, which is essential to health risk communication (Mcqueen et al., 2011). The narrative evidence in a message can also increase message recall, and studies have shown that several groups showcased an increase in behavior correlation (Mcqueen et al., 2011).



Statistic-based evidence in messages can be more effective when a receiver is more likely to be persuaded when engaged in central processing. Statistics can also provide more strength to an argument, which it allows it to be processed more centrally (Areni and Lutz, 1988). The processing can lead to more issue-relevant thoughts about the statistics (Kopelman et al., 1998). Statistics can also be ineffective if the data is too extreme, which could lead to the perception that one cannot overcome the barriers. A statistic-based message that showcases a high percentage of a population contracting a certain infectious disease in their lifetime can lead to fatalism and the belief that if they are going to get the disease anyway, why do anything to prevent it (McQueen et al., 2011). Statistic-based evidence can reduce defense processing of the message due to the perception of the universality of the claim (Allen et al., 2000). People may believe that they cannot argue with data because they are indisputable facts. On the other hand, statistics can produce defense processing, especially in health risk communication, due to people's regrettable belief that nothing can happen to them. This perception of invulnerability can cause a person to disregard the message because they cannot identify with a statistic, they believe someone else is that statistic.

### *The Persuasive Effects of Narratives*

In contrast to the divergent process in the elaboration likelihood model, recent research through the transportation theory has presented a convergent theory that explains how narratives can significantly affect an audience's attitude and belief system by immersing the person into the story. Green and Brock "conceptualized transportation into a narrative world as a distinct mental process, an integrative melding of attention, imagery, and feelings" (Green and Brock, 2000, p. 701). Instead of associating a viewer's own experiences and using their existing beliefs to process the messages in the story, they may disassociate themselves and rely solely on the information presented in the narrative. This disassociation can significantly affect the attitude towards the message in an immersive experience that the viewing of

data — or statistical-based evidence — cannot reproduce. The level to which a viewer enjoys the narrative as a means of entertainment is based on their preferences for media (Green et al., 2004). The persuasive effects of narratives can potentially be concerning since research has found that the believability of the story was not affected by the label of fiction or fact (Green and Brock, 2000). Our world's long history with propaganda showcases the downside of the persuasiveness of narratives.

## Culture and Communication

The concept of culture is used by researchers to discuss the cultures of people within countries or regions and how they differ from one another, often not noticing their own culture until it comes into comparison with another. A primary researcher of culture, Edward T. Hall, notes that anthropologists have acknowledged three main points of culture: culture is learned, features of a culture are interrelated, and culture is shared — meaning it can be used to determine the outline of a group (Hall, 1976). In his research with cultures, Hall uses context to categorize the cultures of different countries. He proposed that cultures are on a spectrum of low to high levels of context. High-context (HC) cultures prefer communication messages that are indirect, use metaphors, and may include the need to read between the lines, whereas low-context (LC) cultures prefer direct messages that are clear and concise (Hall, 1976). African and Thai cultures are considered to be high-context cultures, whereas the United States is deemed to be a low-context culture. This means that different levels of context are needed in messages for people in the cultures to understand the point of the message. People in the low-context cultures need explicit information since they probably do not have an abundance of existing knowledge, whereas the individuals in the high-context cultures already have a lot of that knowledge due to their networks, so messages do not need to be as explicit (Hall and Hall, 1990).

Other existing research on cultural differences has been expanded to look at how culture influences marketing communications, which gives some insight into how communications can

effectively communicate across cultures. Most of these studies use Geert Hofstede's model of four dimensions to describe culture — a model that uses individualism-collectivism; power distance; uncertainty avoidance; and masculinity-femininity to analyze culture (Hofstede, 1980). Newer research has developed and applied new dimensions that can be used to describe culture as well. When applying it to marketing or branding research, a study by Hofstede and Marieke de Mooij has described ways that the cultural dimensions have effectively or ineffectively been applied to this type of research (De Mooij & Hofstede, 2010).

In summary, the evidence in communication messages can be more effective when careful consideration is taken to address the needs that the target population will need to process the message, enjoy the message, or understand the message.

## **Hypothesis**

After reading through the literature related to evidence in messaging and culture, a hypothesis can be formed to explain a potential outcome from this research study. Based on the existing research, narrative-based communication messages will be more effective in promoting positive change in attitudes toward the messages from the audiences of the higher-context cultures (Uganda and Thailand) than the lower-context culture (U.S.A.).

## Primary Research Study

### Research Design

In order to understand how storytelling can be used to effectively communicate with international audiences, this study was designed to juxtapose narrative-based evidence and statistic-based evidence formats by showing examples to research participants during in-depth interviews with a questionnaire that covered both qualitative and quantitative questions. Questions regarding attitudes and emotional responses were posed to capture the participants' thoughts and feelings regarding the format examples. Based on the literature review and this approach, the research question is *what is the relationship between messages portrayed in narrative-based evidence or statistic-based evidence formats and international audiences' attitudes toward these messages?*

### Method

A mixed-methods approach was used to explore this research question and to give insight into how to use online storytelling effectively across different cultures. In-depth interviews were conducted one-on-one with participants from three regions around the world — North America, Central Africa, and Southeast Asia — to get a global perspective on the reactions to the two messaging formats. The United States of America, Uganda, and Thailand were chosen as representative countries based in those three regions and due to their placement on Hall's spectrum of low-context to high-context cultures. African and Thai cultures are closer to the high-context end of the spectrum, whereas the United States of America is closer to the low-context end.

The in-depth interviews were performed in-person for participants in the U.S. at the time of the study interview or online via a calling service for other international participants. The interviews were performed over a month period from June 2017 to July 2017. By conducting in-depth interviews, the

researcher was able to gain a deeper understanding of the participants' reactions to both of the webpages. The survey structure of the interviews included both qualitative and quantitative questions to gain parallel data to analyze. Clarifying and probing questions were asked as follow-up questions to the main script. All 15 transcripts of the answers are available in Appendix III. All participants were above the age of 18, and no sensitive questions were asked during the interview. The study was approved by and meets the standards of the Institutional Review Board at the University of Minnesota.

The interviews opened with a general introduction inquiry on what type of online storytelling formats the interviewees view on a daily basis. An experiment method was applied to the next two sets of questions that were designed to be shown one after another to gather information on the participants' attitudes towards narrative-based message versus statistic-based message formats on webpages. The interview concluded with questions geared towards collecting demographic data. The study interview guide and the list of in-depth questions are available in Appendix I. Table 1 offers a brief overview of the questionnaire structure. The comprehensive discussion guide includes questions adapted from “Effecting Change through Storytelling” (Grace & Kaufman, 2013).

SECTION ONE	SECTION TWO	SECTION THREE	SECTION FOUR	SECTION FIVE
Questions on Introduction to Online Storytelling	Questions on Webpage with Statistic-Based Evidence	Questions on Webpage with Narrative-Based Evidence	Questions on a Comparison of Both Webpages	Questions on Demographic Data

*Table 1.* Structure of Interview Questions.

The study featured two webpages on the U.S. Agency for International Development-led Feed the Future program, specifically its work in Bangladesh. The Feed the Future program in Bangladesh was chosen as the focus of this study since there are webpages dedicated to both statistic-based evidence formats and narrative-based evidence formats, but also because the country is not in any of the regions

that this research is focusing on during the study. This neutral country was chosen to reduce bias. The first webpage featured statistics and facts about the program while the second webpage featured a story about a beneficiary's experience with a Feed the Future training in Bangladesh and how it has impacted his life.

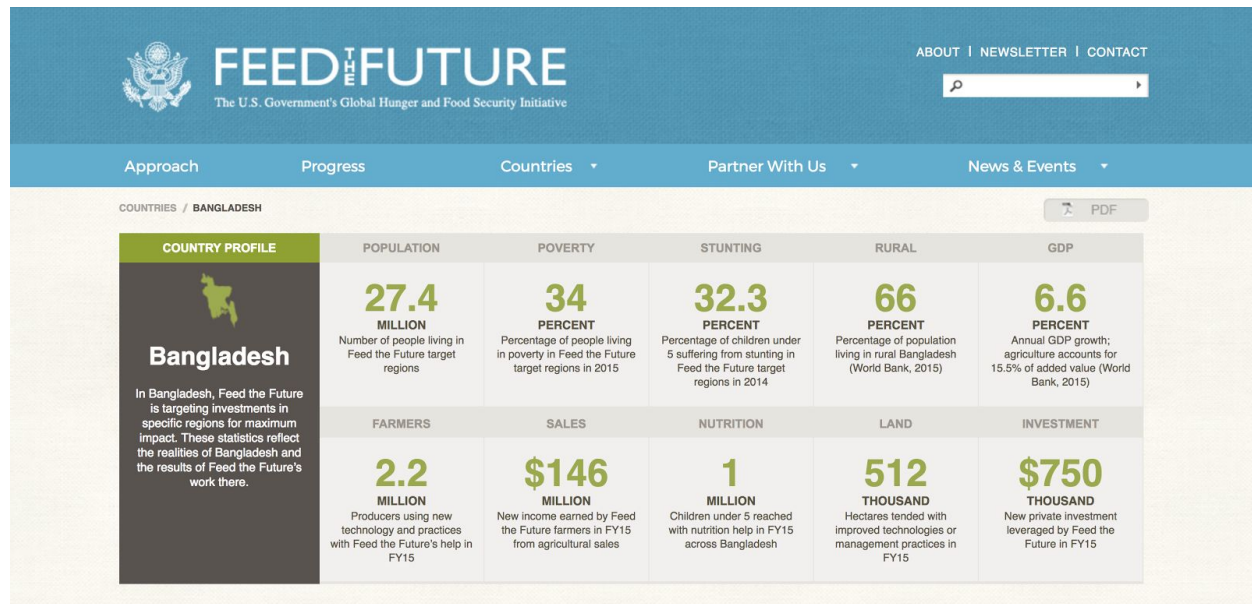


Figure 1. Example of Statistic-Based Evidence Format in Webpage.

The first webpage was shown before the start of section two, which required that participants view and scroll through a webpage with statistic-based evidence. The first part of the webpage is a table with ten statistics on the Feed the Future program and the program's initiatives within Bangladesh. This country profile uses statistic-based evidence as a persuasive tool to show why the program is needed in the country and how it is helping the people of Bangladesh. (See Figure 1.) A tab section below the country profile supplied information on the program's approach, results, opportunities, activities, and resources. The next row of webpage elements showcases screenshots and links to videos related to the program specifically in Bangladesh. The researcher asked the participants not to click on the links if they asked to view them. The last row included two more statistic-based evidence examples in the form of a map of Bangladesh and a chart of program funding. The last column featured linked headlines on related news to the program. (View the full webpage example in Appendix II.)



Figure 2. Example of Narrative-Based Evidence Format in Webpage.

The researcher presented the second webpage before the start of the third section. This webpage contained a number of narrative-based evidence examples within the webpage. It opens with a large photo of a man in a rice field with the story's title and subtitle overlaid on the image. (See Figure 2.) As the viewer scrolls down the page, the webpage locks onto the section so it reads like a book — one page at a time. The second page features a full-page YouTube video embedded into the website to create a seamless transition into the viewing experience. The 3:45-minute long video shares the story of a man who participated in a local agricultural extension project supported by the Feed the Future program in Bangladesh. The story does not necessarily cover the project, but what the man learned during the training and how it has impacted his life. The rest of the webpage illustrates his story with high quality, professional images and short narrative text. (View the full webpage example in Appendix II.)

After the interviews were completed, the notes and recordings were transcribed for an accurate representation of the answers provided during the interviews. The transcripts were then analyzed for insights after viewing the results.

## Key Findings and Insights

As an opening to the interview, the researcher explained what online storytelling is and offered examples of possible online storytelling items. All of the study participants were aware of online storytelling, so they provided examples of what types of online storytelling they view on a daily basis — everything from YouTube videos, social media, news articles, podcasts, blogs, and newsletters. While each interview provided unique and diverse information, there were several themes and patterns throughout the discussions that are now detailed in this section as key findings and insights. Since the study compares the reactions of people from different cultures, the results include tables to show how the responses compared with each other.

### Effectiveness of the Statistical-Based Evidence Webpage

#### **Statistic-based messages grab attention but may not keep it.**

Initial reactions to the statistic-based evidence webpage were mixed. The country profile made up the major statistic-based evidence in the first webpage. Other statistic-based evidence on the webpage included a map and chart at the bottom of the page. Many of the participants from each of the countries singled out these three evidence forms — for both positive and negative reasons. The visual aspects of the figures within the country profile captured attention right away. The simplistic, to the point nature of the country profile appealed to many of the participants from each culture. They even thought they were easily able to gain insight into the program's work within Bangladesh because of this basic structure. Participants that may not have been as impressed with the country profile noted it was overwhelming as



the first section on the webpage, it contained too much information, or they were not sure what to do with the information without any context. It was also brought up that the webpage was very government or academic in nature.

A number of peripheral cues, like color and size, attracted the participants' attention to the figures in the country profile. As the discussions during the interviews progressed, many of the participants started scrolling through the webpage once again. They remembered seeing interesting items but could not recall the exact information. Even though the participants were encouraged to take the time they needed to read through the page, they either just glanced through it or needed more time later in the discussion. Upon closer inspection, the participants often questioned the content of the evidence forms.

COUNTRY PROFILE	POPULATION	POVERTY	STUNTING	RURAL	GDP
 <b>Bangladesh</b> In Bangladesh, Feed the Future is targeting investments in specific regions for maximum impact. These statistics reflect the realities of Bangladesh and the results of Feed the Future's work there.	<b>27.4</b> MILLION Number of people living in Feed the Future target regions	<b>34</b> PERCENT Percentage of people living in poverty in Feed the Future target regions in 2015	<b>32.3</b> PERCENT Percentage of children under 5 suffering from stunting in Feed the Future target regions in 2014	<b>66</b> PERCENT Percentage of population living in rural Bangladesh (World Bank, 2015)	<b>6.6</b> PERCENT Annual GDP growth; agriculture accounts for 15.5% of added value (World Bank, 2015)
	<b>2.2</b> MILLION Producers using new technology and practices with Feed the Future's help in FY15	<b>\$146</b> MILLION New income earned by Feed the Future farmers in FY15 from agricultural sales	<b>1</b> MILLION Children under 5 reached with nutrition help in FY15 across Bangladesh	<b>512</b> THOUSAND Hectares tended with improved technologies or management practices in FY15	<b>\$750</b> THOUSAND New private investment leveraged by Feed the Future in FY15

Figure 3. Figures on Statistic-Based Evidence Format in Webpage.

### Seemingly direct messages may open the door for misinterpretation.

One pattern throughout the interviews highlighted that the majority of the participants misinterpreted the figures at the top of the statistic-based evidence webpage example in the country profile. While many of the participants claimed that the figures were effective at informing them about the program, further discussion revealed that they either did not understand the graphics at all or they realized that they were misinterpreting the data. Participants would note that they liked the figures because they provided information, but then they would claim that, upon further inspection, the figures were not

actually about what they thought they were trying to convey. Usually, the participants would think that the figures were about the program in Bangladesh and then later assert that they were not actually about the program, but just about the country of Bangladesh, or even vice versa. In reality, 8 of the 10 figures in the top part of the statistic-based evidence webpage are directly related to how the Feed the Future program is impacting Bangladesh and its people. (See Figure 3.) The other two figures detail the country's GDP and the percentage of the population that lives in rural Bangladesh. Both of these figures propose evidence on why the program is needed within the country, therefore these figures are still relevant to the country profile's aim of "reflecting the realities of Bangladesh and the results of Feed the Future's work there" (Feed the Future Bangladesh Webpage, 2017).

The participants were often critical about the perceived figure discrepancy, often using it as a negative criticism against the webpage. While one may argue that this misinterpretation could be the result of participants glancing at the information without dedicating time to processing it, that would not explain how some participants had correctly read the figures and then misinterpreted them after further investigation and discussion. Ultimately, this type of direct message needs to be more clear or include clarifying information.

## Effectiveness of the Narrative-Based Evidence Webpage

### **Narratives show and tell what is happening.**

Narrative evidence creates a picture of the realities related to a problem. Most of the participants valued the narrative-based evidence included on the webpage because it provided a story. The story shows how a program training beneficiary, Taroni Kanto Shikari, has implemented what he learned during the training and how it has affected his life. During an interview, a participant from Uganda observed,

*“The video brings out the voice of the beneficiary. It is a powerful storytelling tool and the context...their setting, the village setting, their home. You're able to visualize their situation or context.”*

The story illustrated his situation so the participants felt a connection to the subject. It is important to note that using his voice may have been an effective technique because it added credibility and a relatable relationship with the viewer. Many of the participants agreed that the first-person narration added value to the story. The only negative with using his voice was brought up as an observation that since the audio literally consisted of the man's actual voice, which was in Bengali, and closed captioning was provided, it forced the readers to read the text throughout the video, therefore distracting the viewer from the visual content.

The key benefit of the narrative-based evidence was that it showed the transformation or impact the training had on the man's life. Instead of saying that a certain amount of funding was spent on this training, this is specifically what the trainees learned, and then all the trainees went on to use the knowledge, this story shows how someone used the knowledge and what it means to his whole family.

*“In some ways, the nonlinear effects really stand out in the story. It's not just that he's getting better crop yields, it's those better crop yields mean that both his children are getting better educated, that they're getting better nutrition, and that he's actually applied the same method to other things in his farm and those are also being more productive and leading to him having more crops. Basically having a profit so he can do things with his life.”*

This type of narrative content was interesting for the participants but the narrative-evidence style also produced a message that is easy to understand and recall later. During the comparison section of the interview, all of the participants in this study self-reported that this narrative-based evidence webpage was more interesting than the statistic-based evidence webpage. One reason for this is because the webpage takes the story of a real human family and brings it to life in a compelling style. Many of the participants

also thought this webpage was easier to digest and certain participants planned on being able to discuss it future since it is easy to remember.

### **Stories are only one part of the bigger picture.**

Narrative-based evidence formats cannot tell the whole story. To tell the whole story, narratives tell parts of a story that allude to a greater meaning or shorter stories that can be combined to tell the larger story. This is where one of the larger cultural divides occurred during the interviews. The American participants understood how the key themes throughout the story could be used to understand how the overarching program is affecting its beneficiaries, but also their goals or how they work with local organizations. An American participant said,

*“I think it did a really good job of telling you different components about the program but through his story.”*

This particular participant also commented on how at the beginning of the story, the man details how he learned how to farm from his father and now, after attending this training program, he was able to teach his children how the new agricultural techniques and knowledge can be used to produce better yields and how it can be applied it to other crops. This mirroring of knowledge sharing from one generation to the next demonstrates how the program is reaching beyond the individual trainee but also the sustainability of it. These are key points that one would want to show in a statistic-based message but can be done more naturally and subtly in a narrative-based message.

Many of the Ugandan participants applied this same understanding to the story and how it gives insights into the overarching program’s story. In contrast, many of the Thai participants pointed out that the story was only a specific example of the program, it did not inform the viewer about the larger project. This impacted its effectiveness to inform the audience about the larger story. A participant remarked,

*“For me, it's about one case under the project. It's just an example but it may not make me feel for the whole project because it's one case. But I'm still unclear about the whole program and what it looks like and what it tells you at the end about the impact.”*

Some of the Americans wanted more information or the ability to find more information (through hyperlinks to other pages) on the webpage, while some of the Thai participants felt that the story was more of an element that should be featured on a different page. This insight suggests that more information may be needed, including the possibility of a collection of small stories or just more overarching overview information provided within the story.

## Statistic- and Narrative-Based Evidence Webpages

### **Narrative evidence can tug at the heartstrings.**

Heartstrings are human's most deeply held feelings and emotions. Narrative evidence is able to tug on these heartstrings by showing the impact issues have on humans. In the case of this study, participants were more affected emotionally by the narrative-based evidence than the statistic-based evidence. These emotional reactions were gathered through observation, prompts to describe their emotional reactions, and then self-reported on scales of 0-5. (See Tables 2-4.)

After viewing the narrative-based evidence webpage, participants usually gave a positive reaction before a question was even asked. Reactions included smiling, sighing, or tearing up. Overall, the participants usually had positive feelings. The majority of the participants started answering the questions in section three with more energy and excitement. An American participant noted,

*“Well, I definitely feel inspired and excited about how really simple knowledge and education can lead to such huge change on an individual level, but then also be extrapolated to enhancing a country's ability to*

*produce food to be economically stable, hopefully have security for their government, et cetera. So that was really cool.”*

Although all of the participants from the different cultures reacted fairly similarly, there were a few differences between the reactions of the different cultures. The American participants had the largest change in emotional reactions from the statistic-based evidence webpage to the narrative-based evidence webpage. They started with weaker emotional reactions towards the statistic-based webpages compared to the other cultures, and then they had stronger reactions to the narrative-based webpages. The Thai participants followed closely behind these results.

	US1	US2	US3	US4	US5	Average
Emotional Reactions from Statistic-Based Evidence Format	2.5	1.5	1.5	3	.5	1.8
Emotional Reactions from Narrative-Based Evidence Format	3.5	3.5	5	4	5	4.2
Change in Emotional Reactions	+1	+2	+3.5	+1	+4.5	+2.4

Table 2. Self-Reported Emotional Reactions from U.S. Participants on a Scale of 0-5.\* Americans had the weakest reaction to the statistic-based webpage and a much stronger reaction to the narrative-based webpage.

	UG1	UG2	UG3	UG4	UG5	Average
Emotional Reactions from Statistic-Based Evidence Format	2	3.5	4	4	4	3.5
Emotional Reactions from Narrative-Based Evidence Format	4	5	5	5	5	4.8
Change in Emotional Reactions	+2	+1.5	+1	+1	+1	+1.3

Table 3. Self-Reported Emotional Reactions from Ugandan Participants on a Scale of 0-5.\* Ugandans had the strongest reaction to the statistic-based webpage and the strongest reaction to the narrative-based webpage.

	TH1	TH2	TH3	TH4	TH5	Average
Emotional Reactions from Statistic-Based Evidence Format	0	2	3.75	3	2	2.15
Emotional Reactions from Narrative-Based Evidence Format	2	5	5	4	5	4.2
Change in Emotional Reactions	+2	+3	+1.25	+1	+3	+2.05

Table 4. Self-Reported Emotional Reactions from Thai Participants on a Scale of 0-5.\* Thai participants had similar reactions to the Americans but they had stronger reactions to the statistic-based webpage.

\*Numbers are based on the initial reactions of the participants.

The big insight is that the Ugandan participants reacted very strongly to the statistic-based evidence webpage as well as the narrative-based webpage. Many of the Ugandan participants focused on emotional trigger words on the statistic evidence webpage. Words like “poverty” or “stunting” caught their attention to create an emotional reaction, generally of sadness. One Ugandan participant remarks,

*“It doesn't make you feel good. Especially when you have something to eat and there are others who don't.”*

Statistic-based evidence can take advantage of these emotionally charged words as a peripheral cue to grab attention but also to trigger an emotional response. An American participant noticed the poverty and stunting figures before he declared that they would be more effective if there was more context around the figures, like if 34 percent is a higher than average poverty rate within the region so he could understand if that was normal or not. So what worked for the Ugandan participants, did not work in the same way for the American participants.

### **Narrative evidence may provide more credibility to a message.**

Participants’ views on credibility were explored by asking them which format was most believable and which format they found most trustworthy. The Oxford Dictionary website defines credibility as “the quality of being trusted and believed in” (Oxford Dictionaries, 2017). The majority of

the participants from each country self-reported that they found the narrative-based evidence format more believable and trustworthy than the statistic-based evidence format. (See Table 5.) There was no major variation from country to country, but it is interesting that there was at least one person in each country that did not trust and believe the same items.

Participants that found the narrative most believable noted that the farmer’s voice, or first-person account, was believable as a real-life story. One of the participants from Uganda remarked that,

*“The video is believable because it is someone who was impacted by the program. He is giving his own account of what the program has done for him, how he’s using the knowledge he has gained, how his income has changed, his quality of life. So to me, I believe the video better. I’m hearing from the person who has been impacted, I’m seeing pictures and videos of him applying the fertilizer, I’m seeing him in the garden, I’m seeing him cutting his harvest. I find that to be really believable.”*

The detractors pointed out that the stories can be one-sided or possibly manipulated through production. Participants that believed the statistic-based information more mentioned that the figures were believable because they seemed thorough and researched, while the detractors questioned the figures reliability or where the figures originated.

	Most Believable		Most Trustworthy	
	Statistic-Based	Narrative-Based	Statistic-Based	Narrative-Based
United States	1	4	2	3
Uganda	2	3	1.5*	3.5*
Thailand	2	3	2	3

Table 5. Number of participants that chose statistic-based or narrative-based evidence formats as the most believable or most trustworthy. The majority of the participants chose the narrative-based evidence formats in both categories.

\*Half points were given when a participant chose both evidence formats.



Participants that chose the same type of evidence for both believability and trustworthiness usually listed the same reasons for their choices. A participant that did not choose the same type of evidence considered that there may have been an agenda behind the narrative, so they trusted the figures more. Another participant states that they had concerns about the lack of references to the sources of the figures, so she chose the narrative for most trustworthy, even though she had chosen the statistic webpage as the most believable. Another participant noted she had questions about how up-to-date the figures were since another part of the webpage, the related news section, had not been updated in over a year. To ensure more credibility in a statistic-based message, these issues should be addressed.

### **Narratives may be more likely to achieve an attitude change.**

Understanding how narrative-based and statistic-based evidence formats can persuade someone to have a more favorable attitude was at the heart of this research. Narrative-based evidence formats do indeed have the persuasive ability to achieve a positive attitude change. Statistic-based evidence has this ability, as well, just not to the same extent.

While the statistic-based evidence did affect participants' attitudes from all of the cultures, it affected the Ugandan and Thai participants more than the American participants. These attitude changes were gathered through observation, prompts to describe their attitude changes, and then self-reported on scales of 0-5. (See Tables 6-8.) The participants mostly felt like it had piqued their interest to learn more about the program. The narrative-based evidence affected the participants in a similar manner to the statistic-based evidence, just on a higher level. (See Tables 6-8.) Many of the participants cited that this increase in their self-reported attitude change was because they could see the program's impact after viewing the narrative.

	US1	US2	US3	US4	US5	Average
Average Attitude Change from Statistic-Based Evidence Format	1	0	2	4	0	1.4
Average Attitude Change from Narrative-Based Evidence Format	3	0	4	4	5	3.2
Change in Attitude	+2	0	+2	0	+5	+1.8

Table 6. Self-Reported Attitude Changes from U.S. Participants on a Scale of 0-5.\* American participants had the weakest attitude change for both evidence formats, but had the greatest amount of change between the two evidence formats.

	UG1	UG2	UG3	UG4	UG5	Average
Average Attitude Change from Statistic-Based Evidence Format	1	4	3	2.75	2	2.55
Average Attitude Change from Narrative-Based Evidence Format	4	4	4.5	4	5	4.3
Change in Attitude	+3	0	+1.5	+1.25	+3	+1.75

Table 7. Self-Reported Attitude Changes from Ugandan Participants on a Scale of 0-5.\* Ugandan participants had the strongest attitude change for both evidence formats.

	TH1	TH2	TH3	TH4	TH5	Average
Average Attitude Change from Statistic-Based Evidence Format	0	1	3	3	3.5	2.1
Average Attitude Change from Narrative-Based Evidence Format	2	5	3.5	4	4	3.7
Change in Attitude	+2	+4	+0.5	+1	+0.5	+1.6

Table 8. Self-Reported Attitude Changes from Thai Participants on a Scale of 0-5.\* Thai participants had the least amount of change between the two evidence formats.

\*Numbers are based on the initial reactions of the participants.

The discussions on the participants' changes in attitudes toward the program were not particularly insightful. Instead of relying on their self-reported attitude changes, the question following attitudes in

each section asked what changes the participants would make in their life after viewing the webpage. This question was posed to gain insight into how the evidence actually affected their attitudes. This ended up as another area where we can see notable differences between the cultures.

After viewing the statistic-based webpage example, the American participants said they would not change much in their life other than possibly attempting to look up more information about the program or thinking about how their own program can present information. In contrast, the Ugandan participants internalized the information on poverty and food security statistics and thought about how they could stop being wasteful, how they could discuss issues around hunger, or how they could possibly volunteer to pack food for communities in need. Even though they did not think about how they can help the people of Bangladesh, they considered how their actions could affect people within their own country.

*“The first thing is with this high level of poverty, and I know it's not only in Bangladesh, but it's also in my country. So the first thing I would change is to stop being wasteful. Especially after looking at this concern. And maybe engage more in farming because if you engage in farming, that would mean you are creating jobs for some people.”*

The Thai participants' reactions were somewhere in the middle of the other two cultures with comments about being able to have discussions with friends about these issues, raising concerns about how the poverty level is too high within the country, or potentially focusing more on reducing food waste.

The participants responded in similar ways to the narrative-based webpage example. The American participants focused on how the story affected themselves, rather than how they can help other people. They mentioned actions like trying to get into film to tell stories like this or other professional inspiration, how someone can use this as a global example of something they were already passionate about, or how the Feed the Future program could work with their own program. Once again, in contrast, the Ugandan participants focused on changes like becoming a farmer, how a participant could support

someone with training rather than cash, looking for more information on the program to see how others are improving their livelihoods, or even how one participant is interested in how he can transform his life and the lives of his children by teaching them impactful skills. He mentioned his children and contemplated,

*“What kind of legacy can I pass on to them? What can I teach them or involve them in at this stage when they are still young. If I die young, what can I teach them that still has an impact. If this gentleman passes on, the children will still use the knowledge which they have gained...So I want to know what I can transform in my own life – like I mentioned, I have my own land which I am not using that much. Can I also do something and what can I change so that I can do that. So it's food for thought for me.”*

The Thai participants listed similar changes to the ones they listed after viewing the statistic-based webpage example. Two participants even said their changes would just be the same. Another Thai participant still would think about how she can try to be less wasteful in regards to food. She also notes,

*“It makes me respect the farming communities and the farmer people more because Thailand is also an agricultural based country and the poverty issues are more or less similar to Bangladesh, even though the situation here in Thailand may not be as harsh as in Bangladesh.”*

Although many of the participants from all of the cultures claimed that they had some attitude change after viewing the story (only one participant reported not having an attitude change), the stories did not have the same influence on the participants from different cultures. Many of the American participants' potential changes were focused on themselves, but they also were more likely to list reasons that probably aligned more with the goals of the website. For example, two of the goals of either webpage are probably (1) encouraging interest in the program or (2) gaining partners. The goals of the webpages are probably not to get people to waste less food or help people in their own communities, but these could be secondary goals that are just a benefit from showing a compelling narrative. Therefore, although the

Ugandan and Thai participants had stronger attitude changes, they may not have been motivated to take the actions that the webpage was meant to encourage within a viewer.

In conclusion, narrative-based evidence has several appeals that can be used to create compelling communication messages for international audiences. These key findings rely on both narrative and statistical evidence to present the results of the study, so the findings themselves show that a combination of both narrative-based and statistic-based evidence are needed when attempting to establish an argument's groundwork.

## Discussion

Based on the research performed during this study, there are a multitude of ways to use storytelling elements, or even statistics, to communicate with international audiences, specifically in U.S., Thai, and African cultures. Participants from each of the cultures provided unique views on the webpages' effectiveness. The main hypothesis considered how the evidence formats would affect attitude changes in high-context cultures (Uganda and Thailand) as opposed to the low-context culture (U.S.A.). The assumption was that the narrative-based evidence format would promote a more positive change in attitudes towards the message from the participants of the high-context cultures than the low-context culture. The hypothesis is supported by the research since a stronger level of attitude change resulting from the narrative-based evidence was reported in the high-context cultures than the low-context culture. (See Tables 6-8: U.S. Average = 3.2, Uganda Average = 4.3, Thailand Average = 3.7) The results easily could have ended in a different outcome if one of the U.S. participants had not self-reported that they had no attitude change.

A more interesting note on this hypothesis is that several of the low-context culture participants, the Americans, remarked that they obtained context from the story. Their ability to conceptualize the program increased after viewing the story due to this context. As a low-context culture, the story helped

the participants illustrate the situation in their mind as a result of reading and watching the story unfold. This created a context of why the work is important and needed. An American participant thoughtfully summarized how storytelling impacted her perception of the context around the program, and how it helped her create context around the statistic-based evidence in the first webpage.

*“Maybe it was just easier to digest the information because I was able to watch it and then I was able to reiterate it plus get a few additional facts as I was reading through it later on. I will say with the first one there were a lot more things that I could have clicked on to give me words, but I didn't necessarily know how to fit them in the context of the program. So with the second one, I actually feel like I understand what they're doing with the program, so it's much easier to then take statistics and digest it. So when they're saying rice is life in Bangladesh, now I understand that by doing this training with individuals they're actually changing the whole way the country is able to feed themselves.”*

Many participants from all of the cultures commented on how the first webpage needed more imagery or how the two webpages should be combined for the most effective webpage. Although emotional appeals and credibility are important advantages of narrative-based evidence, this research demonstrates that all three international audiences want and need the information and context to really understand an issue.

Another important point to note is that both evidence formats generally aligned with the research on the elaboration likelihood model mentioned in the literature review. Several participants identified with the family after viewing the narrative-based evidence, it increased their recall of the message, and it was more effective at intriguing the participants, all of whom could be considered as having a low level of involvement with the message topic. In regards to the statistic-based evidence format, many of the participants did have issue relevant thoughts after viewing it. Both of the evidence formats had peripheral cues that allowed the participants to engage in peripheral processing. The evidence-based message format was hard to understand for some participants so they may not have engaged in processing at all.

Both types of evidence formats offered value to the message, their effectiveness just depends on using the appropriate format for a specific goal or outcome. Both had the ability to capture attention, but the narrative-based evidence format was better at keeping it and enabling the audience to recall it. It can also strengthen an emotional bond, add credibility, and create context around the story.

## Limitations

Several limitations may have affected the primary research study in this capstone project. Since qualitative information was sought after in the study, a convenience sample with a small sample size (15 participants) was used to collect data. Though this method produced a significant amount of information, the data cannot be used to generalize to the larger populations within the cultures. A quantitative approach to study this type of information may be used on a larger sample size, but the results may not yield in-depth insights that the interviews were able to produce during this study.

Another limitation is related to the sample selection for the study. To get an international perspective by focusing on three countries, the researcher chose participants based on their affiliation with the One Health Workforce project based at the University of Minnesota and its related university networks within Africa and Southeast Asia. Random sampling was not an option to achieve the international aspect, so participants were selected based on an attempt to garner a sample in each region with varying demographics. As part of university organizations, the participants were all highly educated with at least a bachelor's degree. The participants are also affiliated with an international development project which uses both narratives and statistics to show the impact of its work, so they are already familiar with these styles of information. The researcher on this study also knew the majority of the participants ahead of time so a respondent bias may have occurred during the interviews.

Stereotypes can be dangerous and not an ideal way to characterize cultural norms. For the purposes of this study, generalizations were applied to cultures to understand how storytelling can be used

as an effective method to communicate around the world. The extent to which participants' beliefs and values aligned with the cultural generalizations was not measured during this study. Measuring the alignment during a study would be an interesting way to further this research.

And, finally, the researcher herself works on an international development project and she knew the participants before the study took place so a researcher bias may have occurred. The researcher was cognizant of a potential culture bias, so she attempted to adapt to a cultural relativism approach to designing the study and analyzing the data by being cognizant of the need to mitigate cultural assumptions.

## Future Research

Online storytelling and the use of narratives continues to grow in the U.S. and around the world. While this study attempted to gain insights into how narratives, and even statistic-based information, can be used to inform and persuade audiences around the world, there are a number of aspects of the study that could be expanded upon to obtain further insight.

## Potential Research Topics

### **Evidence Formats in Other Regions**

This research only focused on three regions around the world. Further research should examine other cultures outside of these regions. Although other Western cultures have been analyzed throughout the research on this topic, further research is necessary outside of these areas.

### **Positive and Negative Elements in Evidence Formats**

A number of participants mentioned the positive tone of the narrative-based evidence webpage example and how the story itself was uplifting. The story made them feel good, comforted with the



knowledge that a program is doing good work and transforming lives. In contrast, negative words in the statistic-based evidence webpage attracted attention, almost as if they were emotional trigger words. Poverty reigned as the main word that elicited a reaction. Further research should explore whether a positive or negative tone or topic in a narrative- or statistic-based format affects the persuasiveness of the message.

### **Effective Evidence Formats for Specific Situations**

This study attempted to discover when these types of messages should be used based on how the participants would want to receive or send these types of message formats. While it offered a number of illuminating suggestions, further research should study how effective the message formats are for specific situations, like marketing campaign drivers.

### **Effective Evidence Formats for Call-to-Actions**

The examples used in this study did not have clearly defined call-to-actions after the messages. Further research should use examples with specific call-to-actions to measure attitudes or intended behavior after viewing the messages. The call-to-actions could be anything from purchase now, donate today, to go here to join a discussion.

## PART 06

# Strategic Implications

Storytelling is still important to most cultures since it is a natural way we can share information with each other. The research in this study highlights that it has the power to touch audiences in ways that figures, charts, graphs, or even large chunks of information cannot achieve. So what does this mean? It means that online storytelling is an effective way to reach audiences when the goals align with its capabilities. There are many different types of goals where online storytelling is appropriate, including:

- **Captivating an audience:** The research shows that narrative-based evidence formats have peripheral cues that can capture attention and keep it.
- **Teaching a lesson:** The research shows that narrative-based evidence formats are more likely to be recalled later.
- **Demonstrating trust:** The research shows that narrative-based evidence formats provide credibility to a message.
- **Inspiring change:** The research shows that narrative-based evidence formats can elicit an attitude change from a message.
- **Encouraging an emotional bond:** The research shows that narrative-based evidence formats can create an emotional reaction or bond from the audience.

Not only are the goals of the messages important, but also where they show up in the consumer's purchasing journey. Sales or marketing funnels generally have three main stages (with the possibility of sub-stages), usually some variation of Awareness, Consideration, Decision. Awareness would be at the top of the sales funnel as it moves down to the eventual purchase point. Storytelling is most effectively used at the mid-point as the consumer considers the purchase since they are probably already highly involved. Although it may be most effective in the consideration stage, it can also be applied to activate a decision to purchase at the bottom of the funnel by reinforcing beliefs, or to capture attention at the top of

the funnel by capitalizing on the peripheral cues of storytelling elements. These considerations can help a communicator decide if online storytelling is right for their needs. Online storytelling may not be right for every situation, but there are a number of ways that online storytelling can be used strategically to reach audiences around the world.

## Recommendations

Although this research focused on messages (webpages) related to an international development project, many of the insights can be applied to other communication areas, as well. Recommendations on how communicators can effectively use online storytelling for a global audience based on the research insights are listed below.

### **Create the context for your audience.**

It is essential to create the context for international audiences, regardless of the culture. By communicating from one culture to another, often from one continent to another, communicators need to set the scene for their audience and create a universal appeal. As the results of this study have shown, narratives and online storytelling have the power to illustrate what is happening around a situation. This illustration power can be applied to services and products, as well, by showing consumers how those items impact their lives.

Another way to effectively create context is to combine evidence formats within a story. Communicators can include graphs, charts, and statistics to build a better picture of a situation and how it is relatable. The two formats can play off each other to reduce misinterpretation or when the audience is hungry for more information.

**Ask Yourself:** Would a random person in the world know what I am talking about in the story?

### **Capture attention and keep it.**

Communicators should capture their audience's' attention by producing a compelling style for their online storytelling endeavors. Posting a 500-word story without images is not going to be effective for anyone, let alone an international audience. Stories should include peripheral cues like appealing colors, large hero images, and enticing headlines. Organizations should consider investing in quality production like professional storytelling services, whether in-house or through an agency, to awe their audience. They should also develop content that can compete with short attention spans by keeping videos short, writing conversational text blocks, and leading the viewer through the story.

Ask Yourself: Does my story stand out? Why would someone view it until the end?

### **Share different types of stories.**

Communicators need to start by just creating and sharing stories online. Not just on their product or service, but on how those goods or services impact the consumer. The use of first-person narratives gives a voice to the story. Showing a real person and their story can add credibility to the message. There is an infinite amount of ways to tell a story and each story can be broken into other stories.

Communicators should tell the micro-level stories and build up to the overarching story. The most important part of online storytelling is actually telling a story. Do not just share a random video clip, make sure it has impact. This can be done through the creation of a narrative arc with characters that go through a journey building up to a turning point and eventually a solution. It should show a transformation and encourage the audience to root for or relate to the protagonist.

Ask Yourself: Is there a better way to tell this story? Is this even a story?

### **Intrigue your audience.**

Communicators should not be afraid to captivate their audience with the advantages that online storytelling has to offer. This study has shown how international audiences find online storytelling interesting, but the content needs to be engaging and stimulating. One way to do this is by showing something new or unique or placing a spotlight on how people are different but ultimately the same. Organizations should discover and try new ways to tell stories online — technology is constantly innovating how we can share stories. Narratives can create an emotional appeal so communicators should make the audience feel something, anything. Organizations are encouraged to surprise and delight the audience with the story. A great benefit of creating compelling content is that people usually want to share it after viewing it. They may tangibly share the online story (through social media or other electronic mediums) or they may recall and tell the story to someone else in the future. Narrative evidence can profoundly influence your audience's attitudes, and while communicators need to create compelling content, it also needs to be authentic and genuine.

Ask Yourself: How can I make someone want to share this story?

### **Consider and mitigate barriers.**

Online storytelling is not appropriate, practical, or feasible for every international audience segment. Communicators should be aware of the limitations of what narratives can do, but also the limitations on technology's reach. Online storytelling is not effective for a variety of situations, including when an audience prefers direct or concise messages. In that case, online storytelling should not be used as the key communication channel. It can be included as supplemental material, if appropriate.

Some barriers from effectively using online storytelling with international audiences include issues with languages. These types of barriers can often be mitigated by the flexibility that technology now provides. Translators coded into websites or even translator plugins like Google Translate help break

down barriers of communicating across language divides. The example in this study uses English subtitles in the video for people who do not speak Bengali.

Communicators that want to focus on online storytelling for international audiences should also consider the technological resources of the people they want to reach. Storytelling through virtual reality may be a growing trend, but not everyone has a virtual reality headset. In the same vein, but on a more basic level, some people do not have access to a stable internet connection. Experts tout mobile-first webpages as an effective way to reach countries in Africa due to the increase of reliance on phones for an internet connection. Communicators should create content that is mobile-friendly, but also bandwidth friendly by providing alternate formats for the stories. The story following the video in the narrative-based format webpage is a good example of how to create an alternate format that can easily be viewed by someone on a mobile site. Or provide low-bandwidth video options. Another solution is to have supplemental print versions available, if possible.

Ask Yourself: Have I done my best to ensure that everyone can access and enjoy this story?

These recommendations are not part of a strict framework for creating the perfect online story, but they are helpful guidelines based on the literature review and the research insights presented in this study. Online storytelling is best used in a strategic manner to reach goals that parallel narrative's capacity to captivate an audience, teach a lesson, demonstrate trust, inspire change, and encourage an emotional bond. It is not effective for every communications goal, but it can be pretty influential in the right situations.

## PART 07

# Conclusion

Stories have power. The power to captivate. The power to inspire. The power to illustrate. The power to connect. Even the power to educate. The research in this study explored how this power may differ across cultures. While the results were not shocking, they demonstrated how the participants of different cultures were affected by different evidence formats in messages. The research has shown how narrative evidence can change attitudes, elicit emotional reactions, and add credibility to a message. More significantly, though, the results of the study provide insights into how communicators can craft effective online stories to reach international audiences.

## PART 08

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## PART 09

# Appendices

## Appendix I: Interview Guide and List of In-Depth Questions

### Interview Guide

#### Introduction

Thank you for speaking with me today. My name is Kendra McCormack and I am performing this interview as part of a study on digital storytelling for international audiences. I am a Master's candidate at the School of Journalism and Mass Communication at the University of Minnesota and I also manage communications on the USAID One Health Workforce project based at the University of Minnesota.

Your participation in this interview is voluntary and you may end the interview at any time with no harm to your relationship with our organization. This study complies with Institutional Review Board standards and your answers will remain completely confidential. The interview should last between 30-40 minutes and you are not obligated to answer every question.

I would like to record today's interview session to capture comments accurately. Do I have your consent to record this session?

Do you have any questions before we get started? If you have any questions at a later time, you are welcome to contact me or my supervisor, Stacey Kanihan. All of our information can be found on the consent form sent to you before this interview.

### In-Depth Questions

#### Background on Digital Storytelling

Please list any types of digital storytelling that you view or read on a daily basis.

*For example, videos, stories on social media.*

#### Attitudes Toward Webpage (Statistical-Based Evidence)

*We are first going to talk about a webpage on the Feed the Future program in Bangladesh. Please click on this link and read through the page. I will give you a few minutes, please let me know when you are done. <https://feedthefuture.gov/country/Bangladesh>*

Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.

Please describe anything about this webpage that you considered ineffective in informing you about the program.

Please describe any feelings that you had after viewing the page.

How would you describe any emotional reaction you have had as a result of the webpage.

(Scale of 0 to 5, none to very strong)

If you did not experience any feelings, please describe what the experience was like for you.

Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.

How would you categorize your attitude change?

(Scale of 0 to 5, none to very strong)

If your attitudes have not changed, please describe how they have been confirmed or reinforced.

What, if any, changes will you make in your life as a result of this webpage?

In what type of situations would you want to receive this type of communication material or give someone this type of communication material?

Please share any additional comments on your attitudes toward the webpage.

### **Attitudes Toward Digital Story (Narrative-Based Evidence)**

*I am now going to give you a few minutes to look over another type of communication material for the Feed the Future program. This is a digital story of a training beneficiary in Bangladesh. Please click on the link and watch the video once it shows up as you scroll down the screen and then continue scrolling down to read the rest of the story. Please let me know when you are done.*

*<https://stories.usaid.gov/twice-the-rice/> -Video: 3:45min*

Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.

Please describe anything about this story that you considered ineffective in informing you about the program.

Please describe any feelings that you had after viewing the story.

How would you describe any emotional reaction you have had as a result of the story.

(Scale of 0 to 5, none to very strong)

If you did not experience any feelings, please describe what the experience was like for you.

Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story?  
If so, please describe how they have changed.

How would you categorize your attitude change?  
(Scale of 0 to 5, none to very strong)

If your attitudes have not changed, please describe how they have been confirmed or reinforced.

What, if any, changes will you make in your life as a result of this story?

In what type of situations would you want to receive this type of communication material or give someone this type of communication material?

Please share any additional comments on your attitudes toward the webpage.

### **First Webpage (Numbers) versus Second Webpage (Digital Story)**

Thinking about both webpages,  
Which webpage did you find most useful? Why?

Which webpage did you find most interesting? Why?

Which webpage did you find most believable? Why?

Which webpage did you find most trustworthy? Why?

Which webpage do you think gave the most information or context around the story?

Which webpage did you like better and why?

### **Demographic Data**

In what year were you born? \_\_\_\_\_

Gender:        Male    Female    Other

What was the level of education you completed?

How many people are in your household, including yourself and any children?    1, 2, 3, 4, 5 or more

In what city or town do you live?

What is your occupation/job title?

**Closing**

And that is the end of our interview today. I appreciate all of your comments during our interview and I thank you for taking the time to have the interview with me. All of your answers will remain anonymous and only available to me as the main researcher. Please refer to the consent form if you have any questions and would like to contact me or my supervisor. Thank you again for participating.

## Appendix II: Webpage Examples

Examples of statistic-based evidence and narrative-based evidence formats were presented to participants during the interviews. These examples were in the form of webpages publicly available online. Information and details on both of the webpages are listed below. Screenshots are provided as an accurate depiction of what the webpages looked like at the time of the study.

### Statistic-Based Evidence Format: Webpage on the Feed the Future Overview

The Feed the Future program works to reduce poverty and hunger in key developing countries around the world. As a U.S. government initiative, the project is lead by the U.S. Agency for International Development but collaborates with many organizations to achieve progress. The program currently works in 19 countries and overviews and successes of the work within each country are showcased through standardized country-specific webpages. The Bangladesh page is complete with information for each category. The participants were given a direct URL link to the page or shown the webpage.

Available Online: <https://feedthefuture.gov/country/Bangladesh>

View of Webpage: Screenshots taken on July 10, 2017

**FEED THE FUTURE**  
The U.S. Government's Global Hunger and Food Security Initiative

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COUNTRIES / BANGLADESH

COUNTRY PROFILE	POPULATION	POVERTY	STUNTING	RURAL	GDP
<b>Bangladesh</b> In Bangladesh, Feed the Future is targeting investments in specific regions for maximum impact. These statistics reflect the realities of Bangladesh and the results of Feed the Future's work there.	<b>27.4</b> MILLION Number of people living in Feed the Future target regions	<b>34</b> PERCENT Percentage of people living in poverty in Feed the Future target regions in 2015	<b>32.3</b> PERCENT Percentage of children under 5 suffering from stunting in Feed the Future target regions in 2014	<b>66</b> PERCENT Percentage of population living in rural Bangladesh (World Bank, 2015)	<b>6.6</b> PERCENT Annual GDP growth; agriculture accounts for 15.5% of added value (World Bank, 2015)
	<b>2.2</b> MILLION Producers using new technology and practices with Feed the Future's help in FY15	<b>\$146</b> MILLION New income earned by Feed the Future farmers in FY15 from agricultural sales	<b>1</b> MILLION Children under 5 reached with nutrition help in FY15 across Bangladesh	<b>512</b> THOUSAND Hectares tended with improved technologies or management practices in FY15	<b>\$750</b> THOUSAND New private investment leveraged by Feed the Future in FY15

APPROACH RESULTS OPPORTUNITIES ACTIVITIES RESOURCES

**“ Bangladesh faces both challenges and opportunities for agriculture-led growth ”**

Bangladesh faces both opportunities and challenges for agriculture-led growth and food security. Since 2000, its gross domestic product has grown at an average rate of six percent. Rice production has tripled over the last 30 years. The extreme (\$1.25 per day) **poverty rate fell** from about 59 percent in 2000 to about 43 percent in 2010. Forty-eight percent of Bangladeshis are employed in the agriculture sector and a large majority of the rural population is involved in fisheries.

However, Bangladesh remains the most densely populated country in the world, with 161 million people living in a land

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Improved Potato Farming Yields Results In Bangladesh

Bangladesh Horticulture Project

Bed Planting In Bangladesh

TARGET REGIONS



FUNDING



Year	Agriculture (Million)	Nutrition (Million)
2008	~10	~10
2009	~10	~10
2010	~10	~10
2011	~10	~10
2012*	~10	~10

\*2012 is included in the President's budget request to Congress and is not yet approved

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## Narrative-Based Evidence Format: Webpage on a Feed the Future Story

The U.S. Agency for International Development released a new storytelling platform last year. The new website showcases the personal narratives of USAID training beneficiaries. As an initiative lead by USAID, the Feed the Future program is spotlighted with a story from a man in Bangladesh who participated in a Feed the Future-sponsored farmers training program to learn how to produce more rice on the same piece of land. USAID shares his story on the webpage through full-width photos, a 3:45-minute video, and short text narratives.

Available Online: <https://stories.usaid.gov/twice-the-rice/>

View of Webpage: Screenshots taken on July 10, 2017

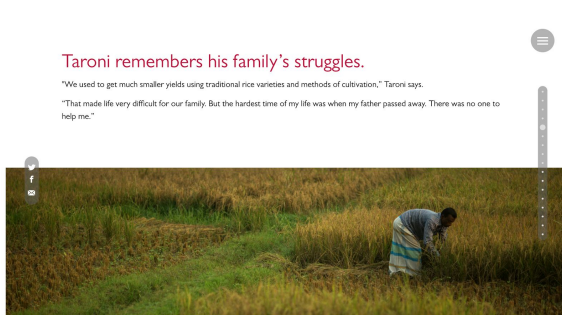




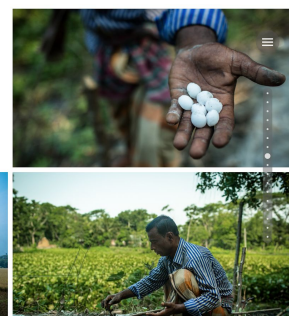
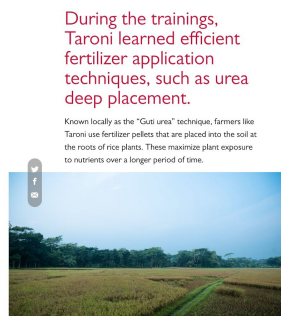
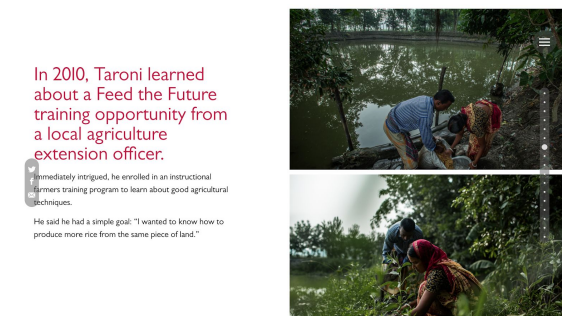
## Rice has been part of Taroni's life for as long as he can remember.

Growing up in the south-central district of Barisal, he began helping his father produce the crop when he was just 13 years old.

Taroni's father used to tell him, "Son, rice is our life. Rice is everything."



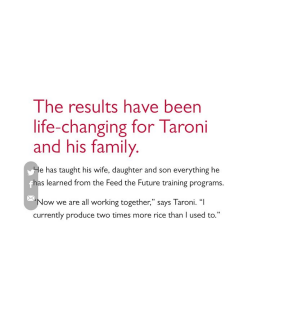
Taroni still wakes up at 5 a.m. every day and prays for a good yield of rice.



## The fertilizer placement method taught at the training helps crops grow more effectively.

Taroni's paddy yields are increasing by up to 18 percent each growing season.

His crops also require one-third less fertilizer overall, drastically reducing production costs and allowing farmers to earn more income.





## Vegetables in excess

Taroni is using the same techniques to increase vegetable production too.

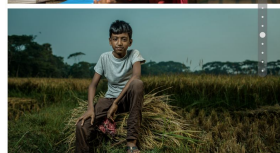
His family now eats more vegetables, increasing their nutritional intake, and can sell the surplus produce in the local market for profit.



## Taroni is earning more money than ever before.

With the additional income, he is able to send his daughter to Barisal Paramedic College. He also bought a bicycle for his son, who is now able to ride it to school.

"When I was young I didn't have the opportunity to study. But now my children have the choice," he says proudly. "They can go into any profession they desire."



## "Rice is our life. Rice is everything."

With USAID support through Feed the Future, Taroni has been able to make a better life for himself and his family.



Although his father is gone and his children can work in any profession they desire, Taroni continues to repeat his dad's idiom to his own children. "Rice is our life. Rice is everything."

## About this story

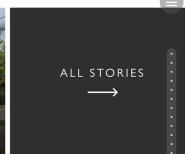
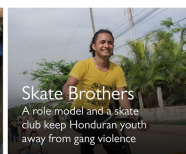
In Bangladesh, rice is a staple dish that feeds most of the country's nearly 160 million people. The crop also plays an important role in Bangladesh's economy. Agriculture accounts for nearly half of all employment nationwide and an estimated 18 million families like Taroni's grow rice across the country's iconic lush, green paddies.

In 2015, USAID programs in Bangladesh, as part of the U.S. Government's Feed the Future initiative, helped more than 2 million farmers adopt improved agriculture and aquaculture techniques, resulting in \$55 million in incremental sales — a 20 percent increase from the previous year.

As efficiency of rice production increases, the south Asian country has become self-sufficient. The increase in production has also led to wider access and consumption of more nutritious foods like vegetables and fruit, contributing to a reduction in childhood stunting rates by more than 12 percent in areas where Feed the Future programs are concentrated.

Photos and video by Hargana Wingard and Josh Estey for USAID.

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## Appendix III: Interview Transcript Notes

Note: The interview transcript notes are based on participant answers. They have been lightly edited for clarity and relevancy. Demographic data has been removed to retain participant confidentiality.

United States 1

**Please list any types of digital storytelling that you view or read on a daily basis.**

News, I guess. And YouTube.

*Just browsing?*

Mostly with my children.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Well, I like the summary of the country. At the top. Although I think I'm...maybe I have just a critique. They might've put more photos at the top. It's a little long to look at a bunch of numbers, but I like having the information about the Bangladesh as a country there because otherwise, I'd go Googling it separately.

*Why would you put photos at the top?*

It's a little intimidating to look straight at numbers as you open a webpage, I think. Even though you just feel like you have to orient yourself to them and it's all...first of all I was like all these numbers, and then I was oh, this about Bangladesh, and oh that's a country profile. That's useful information. I like that information. But initially, it was kind of off-putting. And I guess especially because this isn't necessarily their information, right, that's the other thing is like it's information about the country, which I think is incredibly useful to have, but it does not necessarily have anything to do with Feed the Future. Like what is Feed the Future doing, that's kind of what I would expect to see on a website, what they're doing. Right? Or pictures. Or something that tells me about the organization rather than the country.

*I think some of them start talking about Feed the Future.*

No, they're all by country. Oh, leveraged by Feed the Future. That's their investment. Ohhh, okay.

*Yeah, they're definitely mixed in.*

So that is confusing to me then. So that's not actually information about the country. I want kind of an at-a-glance, but those are all the overall stats about Feed the Future. Yeah, I think that's hard.

*Anything useful or effective in that second area?*

Yeah. I like in some ways the bullets...that you have results. That it's all labeled...sort of what you have above...but it's labeled in a more clear way. And in bullets which I think is helpful. I like their categories: activities, results, approach, I might call it something other than resources, like, you know, materials, or something that tells you these are reports or something. Like I was thinking resources were like materials. So I'm not sure that everyone would understand that these are tabs though. You pointed them out, but I'm



not sure I would have clicked on them otherwise. Because it's always intimidating to go to a new page. But I like how it's set up that you don't go to a new page, but you do think you are.

*What about the very bottom section? Is there anything helpful or informative?*

I think...I'm not sure what this funding is, to be honest like is this the funding they're putting in or is this funding in the country? Is this just for the Bangladesh? I assume so. Yeah, they need to label that a little more. This is probably good. [Looking at map.] Maybe. Obviously, we don't usually do sub-regions like that. I might spend the space, for both those things, to telling more stories. I like the videos, but they're kind of buried on the page, right? I don't know. I'm not sure, like, if I were trying to sell something about this program, knowing the target region, unless I was a part...you know someone wanted to partner with them, and that's the only time I could think knowing that target region would matter. If I'm also working in the target region, I would want to know if they're working in the same target region, we could partner. But I don't think the average person would care because I don't think the average person would know what that means.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Yeah, I mean, I would say...I guess more stories. More of what they're actually doing. I mean, it's nice to have the results. But even that, like, their approach is a paragraph. I feel already annoyed that I'm trying to read this paragraph. And there's more?! And this doesn't tell...this tells you the background yeah, but not the approach. The approach, I want to see three bullets, like here is what we are doing. Three bullets. I don't want to read more. It should be "we work with technology and small farmers," we...right, I mean so you could look at it and be like, and then you go to the results, and you can be like hey, they have 2.2 million farmers. I have applied new technologies. Yay. They're doing their job. Yeah, it's too wordy.

**Please describe any feelings that you had after viewing the page.**

Well, I told you about the anxiety when I first saw it. Anxiety when I see big paragraphs, words that I'm supposed to read. I just want to know what you're doing. C'mon! I mean, I guess, it looks professional to me. The format looks professional like it looks kind of data-driven and so that was sort of an initial reaction, like oh this seems like a professional organization, but then when I kind of actually try and gather information from it, I find it frustrating. Like I'm still not, I mean, probably the thing that told me the most of what they're doing is those three bullets, right? And that they're working in Bangladesh, I know that. But, like, oh they're doing technologies, like, but I didn't know that until in some ways like...because I don't....I look at Bangladesh, and I look at all the green numbers then I'm like all those must be information about Bangladesh, I'll move on. Which is useful to me because I'm always interested in a country, like, what is the gross domestic product, what is they're ranking. Like why is this country important. But that's not even up there.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

I would go with maybe two and a half. If you had to pick two or three? Uh, two.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

You know, if I go by having just discussed it for 20 minutes, 10 minutes, or whatever, probably. But I'm not sure from the first glance it so...you know, having just described it I've looked at it carefully, I see there are new technologies, that's interesting to me. That that's what they're focusing on, and so I guess I feel a little more informed, but I'm not sure my feelings...yeah but yeah, I don't I'm not sure I would have captured that when I first looked at it. In fact, I know I didn't. It didn't strike me with what was there.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

One.

**What, if any, changes will you make in your life as a result of this webpage?**

I might look into what Feed the Future is doing, in general, not necessarily in Bangladesh.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I guess I would want to receive it if I asked for it. I mean really it's probably more...I'd be interested in using it for information for Feed the Future, particularly how work I'm doing in these same countries...or if there are opportunities for funding.

**And when would you want to give it?**

Similar. Like if there's someone who's expressing interest in work in Bangladesh on my chair, I'd say hey here's some other work that's happening or if you're interested in getting into development work, I might share with them about Feed the Future as a place to go.

**Please share any additional comments on your attitudes toward the webpage.**

None.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I mean it starts with a story, which is nice. Beautifully illustrated. The photography is beautiful. So that sort of draws you in right away. And it's a compelling story.

**Was anything helpful in informing you about the program?**

Well, yeah, I mean I think you learn about what they're doing, what kind of...I mean, it doesn't tell you everything that they're doing, it tells you about a particular program at work. But you get...I'll certainly remember it better than I do anything from the previous page, besides maybe technologies, but only because I looked deeper than I would have normally. And I feel like I have a good understanding of what they are doing in this area of Bangladesh and what they're goals are. So it seems, like, some of the same statistics are in there, they're just wrapped around a story about a person.

**Was there any part in particular that you found most effective or helpful?**

Certainly the link to education, right. In some ways, the nonlinear effects really stand out in the story. It's not just that he's getting better crop yields, it's those better crop yields mean that both his children are getting better educated, that they're getting better nutrition, and that he's actually applied the same method to other things in his farm and those are also being more productive and leading to him having more crops. Basically having a profit so he can do things with his life.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

I think there was...the lead-up was quite long. So even though it was beautiful...even in these pictures you can go to see like, the punch line is pretty far down the page. So in some ways, I find the punch line to be the changing of his life. And so there's quite a long story that leads up, and I understand why they're doing it, they're trying to get you to care about this person, but I think they probably could have used a little editing. I think they could have done...so the punch is five six seven eight nine ten, ten slides down, I think that two of those are intro and the video, so it still eight and then it's almost the same below, right, so I think the setup to the punchline. This probably needs to be shortened.

*Did you want it to open with the punchline or just shorter steps?*

I think probably opening with the punchline to some extent, opening with where are you going because I do think you kind of meander through his life, and even though you're enjoying it because it's so beautiful and you're interested in his life, they do draw you into it, I'm not sure what the point of this is. Why am I learning about this guy's life? I mean I know I'm on the Feed the Future site, so I figured it was going somewhere. Even restating the question. My attention is kind of short. Those irritating numbers. But I do think that even leading with a question, right, like, "What would change the life of a poor farmer in Bangladesh?" You know how do we educate more children or you know something that you're leading to that.

**Please describe any feelings that you had after viewing the story.**

It made me feel good. It made me feel like someone is being helped. These really intractable questions that we grapple with all the time, that we can change people's lives.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I guess three and a half. This isn't the kind of story that makes me really emotional. Animals, in particular, make me sad.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yeah, probably. I feel like more positive towards them. I feel like maybe they are being effective in ways that I hadn't thought about previously.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I'd say three.

**What, if any, changes will you make in your life as a result of this story?**

To me, this makes me want to get more into film. I guess it's inspiring to think about how to tell stories like this.

*So you internalized it more about what you can do with it?*

Yeah, right. With this approach to storytelling around change.

*Did you like the micro level of the story where it's one person?*

I did. In part because...well, yeah...and the videography helps, it's so evocative. It's beautiful. And you know, I do think this person's story is evocative. It's very visceral. You have a visceral reaction to it. If you had cut and pasted amongst other stories, a bunch of stories, with some statistics...I don't know, maybe that would be just as effective. But I do think it was an effective video.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

That's interesting. I think it's less informative research. So it's less about research, it's more about sharing a story. So I'd be much more likely to share this with lay people in my life like my parents or friends than I would necessarily colleagues. I might share it research; it's more about sharing a story. So I'd be much more likely to share this with lay people in my life like my parents or friends than I would necessarily colleagues. I might share it with colleagues, as more of here's a nice example of showing your work in a way that's really effective.

*Would you want to receive it if you were doing similar work in Bangladesh? Because right now it sounds like you would only use this for a lay audience?*

Yeah, I think I would share it as an example of reaching the lay audience, but I'm not sure I would share it. Yeah, if I had a story like this I would share it with donors, but I often consider them part of a lay audience because the donors want to share it with a lay audience. If I had something like this in my own work, the donor would be a big target for it because it shows that I'm able to reach a lay audience, which is always a problem with being a scientist. We're not trained to communicate with that audience at all. So people that are actually effective at it are worth talking about.

*So you wouldn't share it with colleagues, but you would potentially share it with donors?*

If it were shorter I would share it with colleagues and if it were shorter plus, in some ways you want to combine both of these websites, if it were shorter and has a link to some of the information that some of my colleagues would be looking for, because people in the field of development working on a donor-driven project, what we want to know is I want to information about Bangladesh, I want information on what Feed the Future is doing, what kinds of projects are they funding. We're less in some ways interested in impact, not because we don't care about impact but because we want to figure out how we can fit into this so that we can get some of those funds. And this is not a good venue to finding out what their methodology is and that's what we're looking for too.

**Please share any additional comments on your attitudes toward the webpage.**

I think those are the main things. I think I would combine this with some of that information.

*Anything on the images or the text or the idea of the website?*

This is kind of weird. I kept skipping slides. I wouldn't...I mean even going down to that video, like that would have surprised me coming into it and then it wouldn't have occurred to me to look farther down necessarily. I mean you see this bar, but I only knew what that was after I started scrolling down. I don't think it's a natural thing for people...I guess people do scroll down websites but there's no...because when you come in it's just a whole page picture there's no sense that there's something below it. And then you go right into the video. And you're like that's it, okay. And there are no links. In some ways, this is too plain. I assume this is not a front-page. Maybe you're not necessarily assuming that this is something where you'll be finding out a bunch of links to or anything.

Need something that can go back to the regular page. Something that's clear to understand where this is.

### ***First Webpage (Numbers) versus Second Webpage (Digital Story)***

#### **Which webpage did you find most useful? Why?**

It depends on the use. So I certainly found the second one more engaging and useful for understanding what's happening in their programs but less informative in some ways about the suite of their programs. It's much more focused on one of them.

*So you found the first one the most useful then?*

I would probably want to go back and assuming that page or something like it is where this comes off of I would use that page more often, but it might annoy me. This gives me a better sense of what they're doing, like what is actually happening.

#### **Which webpage did you find most interesting? Why?**

Definitely, the second webpage is most interesting. I think if the video were shorter it would definitely shine, but I think it was bit long. The pictures are good too, but they tell the story more quickly.

#### **Which webpage did you find most believable? Why?**

Well I think the story of this farmer. Because it's in his voice and there's nothing about him or his family that makes me think he's dissembling. He's just telling his story whereas, you know, some of the information pages you're like yeah right, we'll see. We all know you can facipilate some of these things.

#### **Which webpage did you find most trustworthy? Why?**

Again, I think his voice is the most trustworthy. For the same reasons. There is no reason for him to manipulate us. He's not pretending to be an expert in it.

#### **Which webpage do you think gave the most information or context around the story?**

I would say the story gives more context. Maybe I'm just a scientist...I would say if I just looked at these two webpages, I learned more from the story. I feel like this would not tell me everything I would want to know if I wanted to about the program. And that's where I feel like data is important somewhere but in some ways, you start with the story, and then you offer the data. That's the direction I would go. Just looking at these two pages, I want to start with that story because it tells me a lot about what's happening but then I want to be able to click somewhere and go to all the statistics like how many people we are



working, where we're working, and all that stuff is still information I would want to have access to, but it's not what I want to lead with.

**Which webpage did you like better and why?**

I like the story. It's just engaging, and you are interested in this person who lives such a different life than you. It's beautifully done. And evocative and a life I don't lead. And evocative for the potential for things to change.

United States 2

**Please list any types of digital storytelling that you view or read on a daily basis.**

Probably, I mean, I would say any of the social media stuff, news stories, online news stories. Those would be the ones that I do primarily on a daily basis.

*Any social media in particular?*

Probably Facebook mostly.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I would say I did like the very first graphic that kind of broke things down and just gave specifics on Bangladesh and issues that are trying to be addressed.

*Did you like the number format or was it the visual appeal of it or the actual content?*

I think just the quick nature of being able to see things relatively quickly...to get a perception of what the issues are and investment that's being made. Again, I mean, I think you know there maybe if I was casually looking at this I would probably look through some of the videos and some of the related news items just to kind of see what else is being done in and what this particular program and kind of what USAID actually thinks is related to this program and to see if I would agree that those are related.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Again partly because you asked me to go through it, I don't know that I would have ever gone through the tabs in the middle section only because the descriptors seem to be summaries of what is kind of above. I guess it didn't draw me in enough to want to really.

The approach kind of list what they're doing and I guess I wasn't as keen on looking through the other items.

**Please describe any feelings that you had after viewing the page.**

So I know a little bit about this program, and I know a little about Bangladesh and so I mean some of it I mean I guess was overall I mean...I probably came looking at this I don't know that I've gone on look at this particular website but I did not come in with fresh eyes on it so I'm probably a little bit like I know what they do know oh yeah it's a big place and you know I mean I think the numbers were confirming what I kind of thought I knew but that probably also didn't help with... so I'd be more interested again in the details of some of the items that are down below in like the news stories and videos because I didn't need to be won over on the other pieces.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

I would say 1 to 2 ish so low. I didn't get very emotional. If you had to choose one number? One.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

No.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Zero, yeah, I mean, I would say 0 mainly because of my knowledge of the program.

**If your attitudes have not changed, please describe how they have been confirmed or reinforced.**

No.

**What, if any, changes will you make in your life as a result of this webpage?**

Probably very little other than again...yeah no probably again this may have led me to do a little bit more looking into some of the detailed stories but other than that, no.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think that this would be excellent for if we were going to be working with Feed the Future on a program and I needed to be able to tell people a short here's what this is, here's what's going on, and some of the kind of pointed things, so informational to give an elevator kind of summary talk but also if you were going in to meet with the Feed the Future at Bangladesh to be able to understand what they see is some of their achievements.

*So if this was about your program, when would you want to use it or receive it?*

If it was my program? I mean, I would assume if you that...I would want to get it out so that it was available for people that were working with us but I don't know that I would see it as a great internal document. Again presuming that people are working on the project know.

*So you said people that are working with us so with the assumption that they already know something about the program or would you give it someone who did not know anything about the program?*

I would give it to someone who did not know anything about the program, I mean, maybe they've heard of the program and again have a high-level summary but then this would kind of help give an idea of some of the details of what they're investing in, what they're doing.

**Please share any additional comments on your attitudes toward the webpage.**

It's a, I mean, not surprisingly, it feels very government... you know informational.

I think on the basis of the format and just the logoing, it seems as though it would be somewhat of a trusted source with the dot gov and overall logoing.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Again, it was a good example of what specifically the goals of the program are, and it was easily kind of visually and timewise able to be digested quickly.

*Even the video?*

Yeah. I mean I think the only thing that I, and I don't know if this was part of the video or if it was your computer that was doing the closed captioning on top of the closed captioning. If that's part of the website, I would recommend them not have that.

It told enough of a story that it was a story but didn't, you know, it wasn't 45 minutes of my life.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

No. I mean I think it may have been something to indicate that the overall effect at the beginning as well as the end. I think in the end it tells about the program and what it's affecting, but that might be kind of the only...

*So did you like how it was set up going down, the video first and then the story?*

Yeah, although I guess if I was in my mind because the pictures are obviously a summation of the video, I guess I could have seen it being done as kind of a...somehow that you would see the story near the video so that, I mean again, I presumed that when we go on it would be additional information, but it was really just a summary of it, so visually having it be a one or the other kind of thing make more sense to me.

*Would you have even watched the video?*

No. I mean or I probably would have looked, scanned the pictures first and once I saw the video was a summation of the pictures, I probably would have skipped the video.

**Please describe any feelings that you had after viewing the story.**

I think, overall, I think the for me the nice thing to see is the prosperity enough to bring some education and resources for children, the next generation. Again knowing a little bit about how culturally and poverty has kicked Bangladesh for so long it's a nice thing to see whether it's sustainable or on a large enough scale. It's nice to see that there are some people getting ahead.

*So it made you feel good?*

Yeah. Good. Not bad. Good.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I would I would give it a 3.5. If you have had to give it a 3 or a 4? I'll go for four. I'm going to go with four.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Again, not so much because I knew about it and that it was a good program, but it did again confirm some of my suspicions that it was a positive program.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Zero in part because I feel like I felt good going into it but I don't feel more good.

**What, if any, changes will you make in your life as a result of this story?**

You know I think I don't know that I will make significant changes. I may tell people about the program and some of the things This is the...kind of extension model that was here in the U.S. that is something that I actually personally feel responsibility for and it warms the cockles of my heart to see that that model is being brought globally because I think it's incredibly important that just spreading that knowledge to farmers is...especially, you know, the areas where written materials might not be a resource. It's good to see.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think this would be a cool thing to see in a news feed or a Facebook update on you know cool things happening in development or something like that.

*And if this was on your program?*

I would want to see a story like this. I think that it captures kind of some of the good things that are going on so I can share it with other people, and also I think it's a good thing to share with people in the project for kind of motivation and showing that they're actually making an impact.

*So you would use it for an internal audience, would you share it with an external audience?*

Unlike the previous one, I think we share those things internally and we often don't share these things internally because we feel like this is a promotional thing but I think in a lot of ways it helps people see the value of the work that they're doing and to be able to share some of those stories with other people.

**Please share any additional comments on your attitudes toward the webpage.**

I mean, I think the quality of the photos and the video editing and things like that were well put together and looks good. I like the, again, very easy the photos with the summary...we can easily scroll through quickly. I tend to have a very glancing style and may want to get more information if I really get pulled in but for the most part I kind of like the 10-second glance as your scrolling through and seeing things. So it matched up with my style that way.

*So did you get pulled into the story?*

No, I mean I think it's good. I mean, again, so I'd be curious to know exactly what specific training and how long the training was. You know some of the details that it would pull me into some of those things.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

I prefer to see the second one. I don't need the details of the program because I'm not trying to do the program.

**Which webpage did you find most interesting? Why?**

Videos. I mean it's a compelling story.

**Which webpage did you find most believable? Why?**

I think both of them, you know, I think are both believable sources; I don't think I weighed one more than the other. I think if either one of these was picked up by some other place and embedded in there, I might have some questions on things. So if people pick up content and drop it in. So I would probably find the first one more believable from the standpoint of it seems thorough but if I saw all that data and it was perhaps embedded into Infowars website, I would be like mmm I want to see if things were really done.

*So it's the source?*

It's real because of the source.

**Which webpage did you find most trustworthy? Why?**

I think they're the same.

*For the same reasons?*

Yup.

**Which webpage do you think gave the most information or context around the story?**

I mean I think the second one gave, again, at a glance, the best context of what they're doing.

**Which webpage did you like better and why?**

I like the second one, I mean, again, the other one was full of lots of information, but this one was easily digestible and nicely put together. It was pretty.

United States 3

**Please list any types of digital storytelling that you view or read on a daily basis.**

Like a New Yorker article, or something like that. Yeah. I usually like to do it after my lunch break. Like I read, usually the New Yorker, but longer form articles.

*Any videos or do you view it on social media or anything?*

Nothing that I follow, like, regularly.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think, like, this is an interesting way of giving you the context, I think.

And then this part was interesting.

*How is it interesting?*

I feel like...well I like how they give you the context and then as you as you go down they kind of like describe the project and then this stuff seems more like supplemental, like the videos or if you're actually like want more in-depth [information] about like the region. I feel like the order...

*So you like the order?*

Yeah. I don't like the tabs. Like I wish they would have found a better way to...Because like here it's like you get all the information right away but this isn't necessarily pertinent to...

*So why do you not think this isn't pertinent?*

No, I think it is. Like it gives you the context of everything. But I feel like if you actually want to know about the project specifically. I suppose it's kind of like a quick dashboard. I almost feel like this should follow that. The only reason I say that is because I think that like, whereas most people know to click on tabs and stuff. But when people have tabs like this, it's easy to miss it. When I go to websites, I scroll really fast, so I wouldn't even like notice maybe. So I guess if they're trying to tell a story, this stuff might get missed. But this stuff is good because like I said...videos...it's like it seems more supplemental.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Well, I do think that it's funny how they talk about their approach but more or less talk about all the issues in Bangladesh. I think they should have talked about their approach more and like in the quick two-sentence "here's our approach" and then I do like how the numbers are like bolded here or you kind of like the results, but I think maybe if it was visually that would have been better.

*Did you like that they just jumped into the numbers?*

I mean I think that way. And that's what I liked about this part, but it would have been more interesting maybe, since here they talk more numbers, this part could have been, you know like you start numbers here, and then you go more into like the activities so it's like but like I don't know what this is. I think they

could have like hyperlinked. Yeah, I'm just being like critical. It's just funny because this part seems visually interesting and then this part is not. Blah.

*So did you like that because it's visually interesting or did you like because of the content?*

I think both like I think it's a good way of showing the content because, well it's not the most effective way. Because it's okay, okay, okay, okay. But down here it gets less intuitive. But overall I like the flow of information, but I don't think this is an effective way.

**Please describe any feelings that you had after viewing the page.**

No. I mean I do think it was interesting how they start with like talking about people in poverty and stunting because it does give you an idea, not necessarily an emotion. It gives you an idea of why it's important. It would have been interesting maybe if they had shown, so I assume this is quite high, but I don't know, but it would have been interesting to know 34% live in poverty, this is high for the region, or something like that. But I do think that's kind of like the why they started it.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Like a one or two. If you had to say one or two? I would say a two. And here's why. I like that it's actually like here are some statistics about issues because I think a lot of times people try to give you an emotional reaction by showing you like a photo of Bangladeshi children that are stunted and to get a visceral reaction. And this is very...

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

I honestly didn't know anything about it, so I think I learned something.

*So you learned something, and your attitudes may have changed?*

I guess I'm curious to know more.

*Would you say that's because you're interested in learning more or because it's didn't provide enough information?*

Yeah, I'm interested, but then there isn't enough, like for example when I was talking about activities like it would have been nice to have at least a photo or a brief description just to help you make sense of things. That would have been nice.

*Do you think that you have enough information to make some type of decision?*

Yeah, no, I do. Like overall.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Like a two.

**What, if any, changes will you make in your life as a result of this webpage?**



I mean it's giving me ideas about like I'm always thinking about the best way to show information. So looking at websites like this sometimes gives me ideas, sometimes about what to avoid. Not necessarily that's bad.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think it's good if you had a meeting where you're delving deeper into the program, this is a good primer where it's like everyone can just view the website so you come in acquainted with what the program does, but it's a good opportunity if you did have more questions about some of the stuff.

**Please share any additional comments on your attitudes toward the webpage.**

None.

*Attitudes Toward Digital Story (Narrative-Based Evidence)*

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think it did a really good job of telling you different components about the program but through his story. And so, and I'm saying this as someone who works in development, I was hearing things that other people may not...how do I put this...so for example so how he was talking about how he went to a training and he learned these new things and now I'm teaching, I taught my kids this and it kind of mirrored what he had been talking about earlier about how he had learned to farm from his father. And I was just thinking like that's always a big deal with trainings, like who are the other people we are reaching and stuff like that. So I think in that respect you learned a lot about the program and you didn't necessarily know you were, because it just seemed like a story but when you actually started to parse it out regarding like sustainability and what not – that was interesting.

*Do you think your mom would have a similar reaction?*

I think so..but..she would have...I think so. Again, I was just saying it because it's like people that work in development, it's like oh, that's something we look for, whereas someone else would be like that's a benefit.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

I mean, ultimately I would view this is as supplemental to...but it depends on your audience. Like you, if someone just...like you said my mom, if she didn't know anything about Feed the Future, I would share this rather than the other thing. This probably goes more to that later question about when you would use it. So it's not comprehensive, it's more like...I would view it more as supplemental.

**Please describe any feelings that you had after viewing the story.**

All the feels. Obviously, this is a little bit more emotional video than the other ones.

*Any particular feelings or emotions?*

No.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Five. It was effective, and it was also well done.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Honestly, probably, yeah. Well, I think any time you are learning about something, and you hear from somebody it just helps you put it into context?

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Quite a bit. Let's say a four. Because the first one I looked at it and I was like oh, here are all the numbers, but, yeah, it kind of helps...even this sounds weird but like seeing Bangladesh, just seeing what rice farming looks like.

**What, if any, changes will you make in your life as a result of this story?**

Personally, probably nothing. Professionally, it gave me some ideas.

Do you have ideas because you thought it was an effective way of showing it?

Yeah, yeah. I really like the flow of it, and I like the interface.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

So the other one I talked about how it would be effective for a meeting or something like that. This would obviously be more effective, like before I was talking about audience, so if you were talking with people who are not necessarily privy to working in development or something like that. It's kind of like if you worked for Feed the Future and your aunt was like, "What do you do?" Your mom would send them this video.

**Please share any additional comments on your attitudes toward the webpage.**

It's weird that they're the same program, but this website is so much better.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

Between the two? Yeah. Probably this one [Second Webpage] just because it has a much wider audience.

**Which webpage did you find most interesting? Why?**

I thought the video was the most effective. Honestly, even though they did this little story part afterward, I don't think it's necessary. I mean it's nice, but I feel like a lot of it was conveyed in the video.

*I felt that would be effective if I didn't have time to watch a three and half minute video though. Because I had actually never watched any of the videos before, but I had read through all of them.*

Yeah. True. I liked the way the video, like, you just went down and it was full screen. Because sometimes it's like here is some information and oh, here is a supplemental video, it's like, you click on it and it takes you to YouTube. I just thought that was a good way of doing it.

**Which webpage did you find most believable? Why?**

Probably this video page. And why? I mean I believe the other one, I just I don't know. There wasn't a lot of context to it.

**Which webpage did you find most trustworthy? Why?**

Well, yeah, okay. Because, ultimately, even though the video was very effective I think there is, they are clearly trying to send a message. I don't want to use the word propaganda, but it's clearly like there is...I don't mean to say this in a bad way, but there is an agenda. Whereas the other one there was just like here are the facts.

**So you didn't think those specific number had an agenda behind them?**

That's a good point. They do. But it also didn't seem, like they weren't, I think it's because they were ineffective at using data to tell their story, so it was kind of just like, here's our stuff. I was just like, okay, yes, I believe you did that, and I trust that you did.

**Which webpage do you think gave the most information or context around the story?**

I think the other one gave the most information, the first one. But this one gave the most context. I think people like to have visceral reactions – things they can see, get a feeling for it.

**Which webpage did you like better and why?**

Probably the second, just because it was a movie. It was obviously, like, better produced.

*So do you think that emotional aspect was important?*

Yeah, I think it was. Especially when you're dealing with stuff like this, you know when you're arguing about numbers with aid and stuff like that, you can show people numbers and how effective it is, but it's better to do these emotional type things.

United States 4

**Please list any types of digital storytelling that you view or read on a daily basis.**

I would say kind of, like, Huffington Post or some celebrity blogs and things like that. Umm, MSNBC. Those are the main ones.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think just having all the information broken down into kind of what the situation is there and what they're doing to help, I think. I like that top part too; it just has the numbers. I'm more drawn to visual things like that than down below where there's more kind of just basic text, and I think that's a good way to do what they did on top to show what they're doing.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

I feel like there could have been some intro before the country profile just to say their involvement. I don't know, just some brief intro that would have helped to go into it.

**Please describe any feelings that you had after viewing the page.**

That they're doing good work. But no strong feelings.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

I would say I thought of more like it makes you feel inquisitive cause I know when I scroll down to the videos and see what things are moving forward. So I would say a three.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

I think it would...it encourages me to learn more about the Feed the Future and in Bangladesh and any other places that they might work.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Four.

**What, if any, changes will you make in your life as a result of this webpage?**

I'm not sure I would make any distinct changes perhaps the country profile could be something that the project that I work on could do, as well, because I know our funding agency is very into having visuals and kind of fast information versus a lot of text.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I would say if I was going into a meeting with Feed the Future in relation to our project I would want a brief something that was more of the lines like a memo type thing it's just basic facts, so it just gives you

the overall...the 30,000 ft view of the project and just the information so you can, kind of, then you go into a meeting and then you'll know at least you'll know how to start the conversation.

**Please share any additional comments on your attitudes toward the webpage.**

I don't think so.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

With the video, it's more, it's user-friendly I know what the project does, it gives a personal touch as well and actually seeing people that are affected and benefit from Feed the Future, which I think is...it emotionally affects people, but it also informs them. So I really like that, and the pictures help to summarize the video in essence.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

I don't feel like it was ineffective. I feel like it was pretty good at...at least giving insight to at least for one case study of what the project does. Maybe at the end, they could have done, but I think probably the rest website might do that as well, go further into other areas that they work in and all that because now I think where else do they do this similar thing.

**Please describe any feelings that you had after viewing the story.**

It did...I was getting a little misty eyed. It was...uh, no...it was a really good story, and it was...it definitely brought it down to the human level of the benefits that USAID can have.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Let's say four.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yes. I think again, just going back to that human nature and actually seeing the the benefits of the project in real life and how it affects the people they work with.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Like a four.

**What, if any, changes will you make in your life as a result of this story?**

Again, I might look more into the project and possibly even see if there are connections to the work that I do and basically learn.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I would like it, I mean, if they send emails with these, this would be good or just generally on...on websites.

*So on the last one, you had mentioned preparing someone for a meeting, when would you want to share this one?*

This would be good if you're going into a meeting, especially about getting further donations and trying to reach a wider audience, but no, this will be good if you're speaking to any future funders post project that you would want to show, like, these are the benefits.

**Please share any additional comments on your attitudes toward the webpage.**

I don't think so, but like after now seeing that first version to this, it definitely...it peaks your interest far more than the first example you showed me.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

I would say, I think that would be two because it's going over both examples, you said. I would say the country profile on the one and then just the overall video and the visuals on the second one we're extremely powerful.

**Which webpage did you find most interesting? Why?**

I would overall say the video.

**Which webpage did you find most believable? Why?**

Just everything in example two that's just bringing in the the real life factor in with photos and the story.

**Which webpage did you find most trustworthy? Why?**

Again, it's not being redundant, but the video again, because you're seeing the reality of it versus words you don't necessarily know the story or the people that it's affecting, so this makes it far more believable that this is a true benefit to the project – who is benefiting from the project.

**Which webpage do you think gave the most information or context around the story?**

The second one, because it emphasizes the struggles that they were feasting in Bangladesh and that took their family and how USAID helped give them tools to improve their overall life.

*Do you think that helped you relate to the program more?*

I think that's the case for almost anything where you create an emotional attachment to it or some level of emotion to it and build a stronger interest.

**Which webpage did you like better and why?**

The second one, just visually pleasing, informative, it makes you want to find out more about the project.

*You mention that on the first one, as well, that it made you want to figure out more about it...?*

That's true. I think that was more...especially with the graphic from the first one...that also...it's...so both of them...there...there's a visual element that appealed to me. This one more overwhelmed the second one – more overwhelmingly so.

United States 5

**Please list any types of digital storytelling that you view or read on a daily basis.**

I view stories on Instagram, so I think they have the instastories, so I do follow like a number of different media outlets or bloggers, and I watch you know their post on Instagram and their stories.

Are you asking about online specifically right? Mmhmm. So not like listening? A podcast could be included. Oh, yes, I do listen to some podcasts, and then I listen to NPR on radio online sometimes. Those are the main ones; I used to listen to more news sources.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

So I thought these tabs here were very helpful so like the approach, results, opportunities, activities...I know myself I'm always particularly interested in the opportunities piece because sometimes you're on websites and you want to know like how can I get involved or how could I engage my organization. And having like a quick tab like that I thought was really useful. And then I personally like video content so if I were spending more time on this website I would probably, maybe like just listen probably just to a snippet of the video. I normally don't like to sit and watch the whole thing. The other thing is that it's important because sometimes you're like if you're looking at this for work purposes that there are subtitles.

*Okay, what about the top part of the webpage – was any part of that effective or helpful?*

I did like just that it says right up front country profile Bangladesh and it shows the map, things like that. That was useful. I'm not going to lie, all of this stuff was very, I just didn't really know what to do with that, and I didn't know what context it was being presented.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Yes, so I think the all these numbers because they were just literally showing numbers. I really hadn't like a kind of... I don't even know what to say like personally, I like when I look and I just can get a quick snapshot on what I'm looking at, and I really have no idea. So then I started trying to like read into some of them but it wasn't really clear to me and if these were in the context of the entire program or in Bangladesh specifically. So like 27.4 million people living in Feed the Future target regions in Bangladesh or like in the program.

**Please describe any feelings that you had after viewing the page.**

I think because it presented initially with just numbers, I went straight to like my work analytical brain and it didn't really evoke like emotions, and I definitely don't think I had the feeling of like I'm inspired or that I want to see this amazing work. It was more like government reporting.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

To be honest, I didn't have much of a reaction. Like zero or one. Zero or one? Zero.



If you did not experience any feelings, please describe what the experience was like for you.  
Yeah, I think it was very data driven. I just went immediately went to sort of like analytical, trying to piece together what I should be getting out of this and how that might apply to anything I'm working on.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

Not particularly, but I didn't spend a ton of time on there.

One other thing I just want to make sure I point out is that I actually like the related news link. I don't think I said that in the beginning. But like "water pump brings business opportunity to farmers" or like just seeing kind of brief headlines. Actually, I thought they were like kind of I don't know they were, I guess, most inspiring.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Honestly, quite limited, so probably zero.

**If your attitudes have not changed, please describe how they have been confirmed or reinforced.**

I think because it was just so like the presentation of data in that initial part, also data without much of a context and I didn't really have any way to gauge whether this is a huge improvement and whether are doing some amazing thing with this program that we weren't doing before. So for me, it just looks like it is what it is.

**What, if any, changes will you make in your life as a result of this webpage?**

Well, I think if I'm doing work in Bangladesh that targets the food safety piece I do think I would come and look at that opportunities tab.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Like I think if I'm a faculty member who's really focused on food security, and if Bangladesh is in my region of interest, I would love to have somebody either direct me to this material or maybe at a conference or maybe on like the USAID webpage somehow be able to like quick link to the work they're doing there.

*And that was for you when would you want to give out this type of information?*

Yeah, I guess if I know somebody else who is maybe working there or going to be working there, I would. Particularly, I think most of the time when we're more interested in seeing what work feed the future is doing is because faculty are interested in being part of it in some way.

**Please share any additional comments on your attitudes toward the webpage.**

No. I don't think so. I think I mentioned that I like the related news. The funding is interesting to have on this page only, and maybe this is my background having worked for congress, but if...I think it's good to see an upward trend, but if you were this program I wouldn't want to be like flaunting it to the world that I'm receiving so much more money now than I was before and then that begs a question to like what in fact...so how has this program changed since the funding. Just thinking, especially in such austere funding

times. Then they do have like here under the opportunities looking for the...it says looking for opportunities to work in our feed the future country, so maybe even being, like, a little bit more explicit about what types of opportunities are there, like is this accessible to me as a faculty member or is this for the general public who wants to volunteer. Who are they targeting? Who do they want to invest in this?

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

So, first of all, I love the visual appeal of the website, because initially like invokes this emotion of like wanting to know more, like, intrigue. I don't know if that is an emotion, but whatever. And then the fact that the video was second in line, so you could initially tap into that if you want, however, even if I didn't listen to that video I would be like walked through a similar line of ideas just scrolling through and because the website was so visually appealing, I wanted to keep looking and you sort of, like, felt this connection with the program.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

The only thing I can think is something that I really like to do is find out how I can get involved and I don't necessarily see a quick link to more information. I definitely feel, as just like a citizen of the US, excited that this is something going on now. So if that's the goal...

**Please describe any feelings that you had after viewing the story.**

Well, I definitely feel inspired and excited about how really simple knowledge and education can lead to such huge change on an individual level, but then also be extrapolated to enhancing a country's ability to produce food to be economically stable, hopefully, have security for their government, et cetera. So that was really cool. So that was an emotion. And then I would also say just seeing, like, you definitely get that empathy for another human who is just trying to like focus on the core values, which is like your family and your livelihood and just leaving them relief... and you're making a better future for your kids. That's so sweet.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I think I'd give it a five. I was like I want to work for them and support the work they're doing.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Definitely, because now I realize that just through this, like, simple education program they're able to make such huge impact in individual lives and as I mentioned before, like, even contributing to like greater prosperity for the country as a whole.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I think before I really had no idea what the feed the future was doing and now that I have like an actual story where I can see how their program is implemented on the ground, I feel much more greater like willingness to support it or I would even like advocate for this program to other people, even if you're just watching the video. Pretty much a five. Yeah.

**What, if any, changes will you make in your life as a result of this story?**

Well, I think I'm a faculty member so knowing, and we also work on workforce or education opportunities, so for me just seeing that Feed the Future is actually doing really cool education and training at a very like basic level, I would even be interested in say getting more involved and seeing how are they helping people not only care for their crops but what about their animals. Do they have access to health care and how is this being integrated into a bigger One Health system?

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think again I would like to receive it if I'm working, like, as a faculty member and working with Center for Animal Health and Food Safety so I think this has a lot of implications for that work so I would love to have somebody email this to me or maybe if I can follow the Feed the Future programs on like Instagram or you know something where I could just get more regular updates on what they're doing.

*So say this was your program and you have this type of material, when would you share it?*

I would want any potential donors to have this available to them. I definitely would want like US Congress members who are you know doing the budget to have access to this. I would want to really show them that their increasing investment had like major impacts on the way we're doing things that we're not wasting their money because you're actually like changing people's lives. I would want the general public to be able to advocate or support it.

**Please share any additional comments on your attitudes toward the webpage.**

I just think the pictures are really effective.

*What about the pictures?*

I think the pictures...they kind of like tell a story by themselves so you get an idea of the way that people are living, how hard they're working, that their food is connected to their livelihood and just like their general cultural way of being in that we all have similar, like, when I saw the little boy biking down the path, I, like, something that came to my mind was, like, that could be me biking down that path. Like I've had this similar experience in life and so to see you like this child now living a life where he's not working all the time he's actually able to go to school is really cool to see now. I can have that empathy with him.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

Well, I think I found the second webpage with the story the most useful simply because I can now walk away and tell that story to someone else where the first one page I really wouldn't be able to tell anyone what they did with Feed the Future, and I certainly wouldn't have the narrative for it.

**Which webpage did you find most interesting? Why?**

Well, the second webpage because I'm somebody who really enjoys visual storytelling and I also enjoy storytelling. So the fact that now I can go back and tell that story is kind of fun.

**Which webpage did you find most believable? Why?**

The second one because, I sound like a broken record, but just simply because I can identify with the people that are telling the story.

**Which webpage did you find most trustworthy? Why?**

I think the second one because we're getting to the tangibles about what they actually did with their funding and with their program.

**Which webpage do you think gave the most information or context around the story?**

The second one. Maybe it was just easier to digest the information because I was able to watch it and then I was able to reiterate it plus get a few additional facts as I was reading through it later on. I will say with the first one there were a lot more things that I could have clicked on to give me words, but I didn't necessarily know how to fit them in the context of the program. So with the second one, I actually feel like I understand what they're doing with the program, so it's much easier to then take statistics and digest it. So when they're saying rice is life in Bangladesh, now I understand that by doing this training with individuals they're actually changing the whole way the country is able to feed themselves.

**Which webpage did you like better and why?**

I think it's the second one.

*Do you think could be effective to combine those two web pages in a certain way?*

Yes, I think now that I have the context and the big picture, it would be nice to see, like, that I think I mentioned this but the opportunities tab, I think would be very useful. Also now that I have context with the program is a much better able to digest information on funding or like future funding goals or what they planned to do.

*So which one would you want to see first?*

Definitely this one first. [Points to the second one] And now I could even go back to that other webpage and be much more ready to digest that information.

Uganda 1

**Please list any types of digital storytelling that you view or read on a daily basis.**

It's mainly YouTube. YouTube and then small clips that come on WhatsApp Facebook. It's mainly WhatsApp, then Facebook, then YouTube.

*Is that on your phone or your laptop?*

It's mainly on my phone. But the YouTube maybe on my laptop.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Yes, the summary with the numbers. That was helpful, just at a glance you get figures, and you know what is happening. Something else is for the videos, it shows videos, and then you see pictures. This media to see that and then to me, I liked the graphs, it gives you the target area where you want to do and related news. I think this helped. And the quote, actually, this quote caught immediately helps you assume this is a summary. It gives me like a summary of what I'm like. So if I don't have time I immediately go to the quote and see the challenges and if I don't...and hopefully it helps me understand what this program is about. It was bold; it was big, the color, it is different than the rest of the first view. The words seem to be bigger, but it seems to be the same font. Maybe because it's bolded.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

When you look at this...I expected them to... this is one of those infographics, and I expected them to have something like icons of food and maybe feeding or nutrition. This infographic is just numbers but if they had figures or diagrams or something like any connections, you know, connections to the different places. I think it would have helped. You know how does the 25-27 million in the poverty link up to stunting, like how does stunting lead to provide the land, the land cover, the hectares leading to the amount of food produced, then leading maybe improving or decreasing the poverty levels, or how much money is invested, and investing in how many people, you know, and how that may be that contributes to the GDP, and how that connects. So when you look at this, it just like suggests maybe this problem, so how does it compare to the area. So maybe because I am a diagrams person, I would like to see pictures of people and animals, maybe thing in Bangladesh if it's rice, is it, what type of food do they rely on. So they have this. But that would have brought it out. The visual. And then using only two colors. I think if they'd used even more here. Then the videos. I don't know if this makes sense but even if they'd show the length. You say 5 minutes, 2 minutes so that I don't fear to open it. And then you...have something about and which I'm seeing here. Usually about videos is that you immediately see the first picture you see on the video for example here, I see women, not the whole culture. Maybe use a nice big picture, so the first photo you see on the video attracts you to open it. When you improved potato farming, they did it. I was excited to see a potato maybe show a big potato as an improved potato then I would open it. So to me, that would have helped. So something else you see like here we have funding, it's a graph about finding. Okay, but no funds to me this was up here so I'm assuming investment and fundings are the same so maybe this would have come up there or not something else about this. I immediately saw this and thought Where is Bangladesh? Because the map, though they drew the map, they did not do the typical rules of drawing a

map. You start big, go to Asia, then maybe they should go into Bangladesh and then going to the country and then maybe this district. And something else, I don't know whether it makes sense or not. Related news should not go with the key information on the same line my own opinion. I'm not an expert when it comes to web design. Maybe related news would have its own column here.

**Please describe any feelings that you had after viewing the page.**

I had a bit of an emotional reaction. For example, when I saw 34% poverty level, when I looked at that I thought it's near the standing level. It seems high. It's a developing country, but it's near developing countries near China Japan. Then something else, this number. The number of people. Producing compared to that the population so this is the number of producers, but just because it's like this I didn't know what to do if I read 2.2 vs. 227.46. Something else could actually improve. Is thee percentage of...so instead of...so maybe because I come from the science background, the percentage would have told me how much is producing for so many people. That would immediately give me an idea and maybe because I'm confused because here I was seeing percentage produces. And something else, it's not about emotions, it's about results. To me, the results would be the first thing before the approach. Because for me I'm interested in knowing where they're from because we're talking about the program. And the funding, I don't know what the contribution of Feed the Future is here. So this funding, is it by the U.S. government, for nutrition, or from the Feed the Future. If you look in you can see the income. So the first feeling, is this their contribution or debt. How are they feeding with the data? How much are they contributing to this?

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Two.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

So maybe the first question is what was my previous attitude towards Bangladesh so my attitude changes because when you look at this page, you can see the 75,000 US Dollars new private investment by Future the Future. I thought they spend more than this. To me, this show me that they're spending less money. So here it doesn't strongly come out to show how much they they put in and to me I thought Feed the Future puts in a lot of money in the financial year but from their web page it doesn't come out strongly and I don't see this website is showing is trying to prove to both the American people and to the Bangladesh people of how much they're bringing in and the contribution they're making. But from a straight glance, it does not give this. Apart from people living in target regions.

*So are you saying that your attitudes have changed negatively?*

It has changed negatively, and maybe that has changed my feelings somehow. I still think they do a lot of work but from their web page it doesn't show how much they do, they contribute. I would expect them to immediately be proud of what they're doing.

There is so much we put in and especially it could have come from this maybe what other people put in.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

One down.

**What, if any, changes will you make in your life as a result of this webpage?**

There wouldn't be any changes.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

So I would give it before a meeting. I'll give it to people looking for funding and want to work with Feed the Future. I would give it to even universities that are conducting the research. I would even give it to policy makers. This is what other programs are doing. I would even give it to students to see what they are doing. And even to the private sector. That's one investment from the government. I would even give it to the planning unit of a country. They can help understand how one NGO is contributing to employment and how much remaining there is to cover given this. I could also use this information for like the World Bank. IMF and things like that. I might even give this the communication people because if you look at this, it has nice infographics, quotes, stories and linkages and the videos for those want to know more. Then any other information.

**Please share any additional comments on your attitudes toward the webpage.**

So maybe one other comment is that we see... this can easily be missed out so maybe mention it in writing. The first page on top we have, what do they call this, the links on drop downs, the tabs but they immediately put another tab down here so then when it comes to the ones down here; they can easily be missed. They can easily be missed out. The color seems to be faint and looks the same as the color being used on top. I don't know what I would call this, infographics, okay, and someone may think Oh, they're the same. If they had another shouting color. They have blue up here. Something else, related news actually has a nice, same color. The funding, we are assuming there is no top here. So maybe this is why I suggest it is over here on this side. If this is their color, I would stay consistent.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

So the picture, I think even from the first picture you see twice the rice. The picture shows up, and it's rice. It comes out well. From the video, the video was short, so it showed the process, what rice means to them, how many people are involved, and then the good part is extending the benefits for the benefits that they're going through and what support was given to the people. Something that was beneficial was the quality of the pictures. The fact that they're using the local language instead of someone speaking in the background helps so much to tell that instead of someone else telling their story. So they're telling their story, it's brief but to the point. Then it is translated for someone who wants to know more about it to me, to me that's what's key. That local accent, to me it shows it belongs somehow to the people on the ground. Something else that was helpful for me, was the pictures. So if you didn't have the speed for the video, you have the pictures. They go stage by stage explaining the pictures, so they go through, and they are there. It's like reading a nice book that is flowing. Actually, it's like you are reading a novel in a short time. To me, that was very helpful. The colors are also...it's nice. The color is coming out well. The words, not many, and I think because the script is written short and to the point. It's spaced out so it's easy

to read and it's not crowded. And the pictures are big, and to me, they tell a story on their own. Something else. It is also showing that it's not just about the rice but also their daily routine. This showed to me that whoever took this cared about the family beyond just rice farming. Rice is a contribution to their livelihood. So they're taking it and looking at they're social well being, economic well-being, the family structure, and its related to how he never went to school, and it's looking at his daughter. That makes me think about my daughter and gender issues and how she is going to school. How he is working with his wife. And the local government. And then using the modern technology. The community, in general, is coming in. How much he is gaining. All that came out. And all this information on like what page and if you are not satisfied, there are more stories. So you can get that. And because this is a happy story, even the related stories are happy stories. And to me, from another perspective, I'm just looking at this gentleman here, and I think oh, I can relate this story to my own.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

There wasn't anything ineffective in informing me. Maybe what is not clear here is what USAID project this is. I would want to know that. We know that USAID has other program partners, who are these are partners. Is the funding going through the government or straight to the farmer? They did tell us about the people. I was thinking what if I had a disability. If I'm disabled in terms of hearing, I can see. And maybe that's a strong point. And maybe if I can't hear, I can read. But if I'm both, what are the tools? Maybe you know better. The pictures are so great. These are powerful. You can write a whole novel out of this page. A nice book telling a story about growing rice in a village. This would be a nice children's book with an end story showing the family.

**Please describe any feelings that you had after viewing the story.**

Ah, it was emotional. The feeling is that I wish someone would have told my story the way I grew up on the farm. Just using the one crop to tell the story. I wish that I had taken photos, but I never did. So it's a strong emotion. Another strong emotional reaction was to hearing the voice of the actual person doing it. However, it is being told from a very male point of view. It's only one person telling the story. Maybe they get the wife to say what she's doing and the children. Otherwise, this is just a one-person story. If other people could tell their story, maybe one or two more, because what if I don't like his voice. And I'm a promoter of women's rights, gender balance, and other things. I want to hear that. And a promoter of children's rights. This is child labor, but he says he enjoys doing this because it helps him go to school. Oh, and maybe include little photos on the Related Stories because I would like to click on that and that but not that because it's dark and not colored. The size, color, and it's also personal. I like that they mention the name. People like colors. These colors come out, the mixture of colors.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Four. Strong.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**



Very much. It's changed. The first one gives so much information on one page, and it was not flowing systematically. There was no connection. And there was no personal touch to that. But this second one, there is a personal touch to that. It looks like a summary, but you can dig in. It increases inquisitiveness. It makes you want to dig deep into the story. The quotes. It made me feel like I wanted more. I wanted to know more about the program. Maybe they should put something that says learn more about the program. If I'm not good with websites, I would not know where to go. Even from this first page, I wouldn't know where to go. I would put an arrow down to show there is more going down. Something they should show to go down. I also thought oh, could I open this at home because of slow internet and things like that. If it is not able to open, how can I get this cool thing? Separate. Maybe they send a link and they say here is the low bandwidth version, this is where you can go. But what if you already reached here? But it's something I think so I can get the low bandwidth version so I can still get the cool story. Something else, I know this is a story about rice. But why only one gentleman? Is it about culture? I doubt it because at the end they have the family. It is about the whole family dreaming big. Why don't they put the whole family because this is not a one-man enterprise, it is a whole family enterprise? I would show them working together. It also shows links to Facebook, Twitter, Contact here. It is small enough that it is not disrupting the picture but big enough that you can see it and click on it. Something else that needs to be here, if I had not known it was in Bangladesh I would not know it from here. And does it matter anyway? Okay, it may not matter. If it's just about USAID then okay but if it's USAID in Bangladesh that it should be on here. It is also Feed the Future so it should be on here. Usually, they are the first point of contact with the farmers and the government so they should also be featured. And the word Feed the Future is strong enough to show the feeding has been improved. So why not put it there? Maybe there is a worry it will overpower USAID. Another thing, acknowledgment. Who are you thanking and why? We are making a mistake to think that USAID made all this without help from someone in the country. If you're showing this in Bangladesh, there should be an acknowledgment on it.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Four.

**What, if any, changes will you make in your life as a result of this story?**

First of all, I want to tell my own story. It will help me on our project; now it makes sense when you ask for pictures because you can get the story later but you've already taken the pictures. That would definitely do that. The video doesn't need to be big. The pictures really change my perception of this. The design on this...this one is more effective than the first one. To the common man, even a policy maker, this one shows you how to get around.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

In teaching, I would like this. I would want this type of web communication when I'm briefing. And actually just printing this out into a booklet or a two-pager. At activities why we take photos of you. Potential funders. They would love to see this.

**Please share any additional comments on your attitudes toward the webpage.**

-

### ***First Webpage (Numbers) versus Second Webpage (Digital Story)***

#### **Which webpage did you find most useful? Why?**

The second one. The USAID story, it's better than the Feed the Future page. It's like three times better. More useful because the person is telling the story, it has nice clear pictures, they're big enough, legible, there is one video for the story. The script is written big enough, fewer, to the point. And related stories, each caption is big enough but summarizes what is being done.

#### **Which webpage did you find most interesting? Why?**

The second one, for the same reasons.

#### **Which webpage did you find most believable? Why?**

I think the second webpage is more believable. It's believable because the person telling the story is from the place. The pictures are from the place. The videos were showing the same place. To me, it's believable. However, from the first page, you can't tell where it's from, and that's why maybe the other one would have been more believable because it's providing more details about the country. But to me, it's the personal touch.

#### **Which webpage did you find most trustworthy? Why?**

The second one. The same reasons. The person, the accent, the dressing, the pictures. Though if we could improve it, the ladies telling the story and kids telling the story would make the story more believable.

#### **Which webpage do you think gave the most information or context around the story?**

Given the time and the fact that you are busy, the second one.

#### **Which webpage did you like better and why?**

The second. For all the same reasons.

Uganda 2

**Please list any types of digital storytelling that you view or read on a daily basis.**

Maybe social media.

*Do you search for it or is just what you see in your news feed?*

Sometimes I search but like the CNN thing just pops up on my phone.

*Do you look at stuff more on your phone or your computer?*

My phone.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I'm a bit biased because my proposal this year is about poverty. So that's where my eyes fell. So there's this figure here about stunting.

*So did you like this section above the other or were you more drawn to that section?*

I think I was more drawn to the figures.

*Because they were big or just because they are figures?*

Since I'm a figure person I relate more with this than...this says since 2000 it's gross domestic product has grown at an average rate of 6%. Over the years it has tripled. So from what to what.

*So the figures were the most effective – was there anything else that was effective at informing you about the program?*

The summary. When I get a book, I normally start with a summary.

*Was it okay that it was down or did you want it first? The summary?*

I think you could have been here so that you look at the summary first and you know what you're going to read about.

*Was anything else helpful?*

Maybe the map.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Maybe this...new private investment leveraged by Feed the Future. So if we are looking over challenges with agriculture...for agriculture-led growth. They didn't...

*So what you're saying is this wasn't relevant to what they're trying to say?*

Yeah, kind of. Because once you read this, you expect to read something about agriculture.

*Anything else that didn't work? Did you want to click the tabs? Did any of this not work for you?*

It's okay. The summary is talking about agriculture, and it's not reflected there.

**Please describe any feelings that you had after viewing the page.**

Mmhmm. The rate of poverty is too high.

*How did it make you feel?*

It doesn't make you feel good. Especially when you have something to eat, and there are others who don't. We have those who are wasting.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

I think I would say maybe 3.5 and the reason I say that is...first of all the summaries are here and once you get us summary of things people like us who don't want to read won't keep going.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

I read somewhere that Bangladesh has about 161 million people, but Feed the Children is only like the population they are looking at is about 27.4, which is about too low compared to what I read here. They don't mention how long they've been there in the country. That would have been helpful to have known. If they've been there for a long time, then you'd expect the numbers to go up.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Maybe the incomes and by the farmers. Which is good. I'm hoping if you divide the divide the 27 million by 146 million. So at least, okay, all the farmers would be above the poverty line, not below it. I'd still give them four.

**What, if any, changes will you make in your life as a result of this webpage?**

The first thing is with this high level of poverty, and I know it's not only in Bangladesh, but it's also in my country. So the first thing I would change is to stop being wasteful. Especially after looking at this concern. And maybe engage more in farming because if you engage in farming, that would mean you are creating jobs for some people.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Like when I go to a meeting or a conference. That would be the best time to give it to someone.

**Please share any additional comments on your attitudes toward the webpage.**

I think there's a lot to read. So that means that they give you a lot of information and I think it's good. And they can see here they are taking care of gender-related issues. So like if you read more you get to know more about what they're doing.

*Do you like getting more information so then you can pick and choose what you read or do you like just getting the straight facts?*

I need more information because sometimes the straight facts might be twisted. So more information better. So it's up to you what you want.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

The trainings maybe. But about the program. The training that we had and maybe the last bit like showing who did it. But when you're watching it you won't think that it's connected with Feed the Future.

*Do you feel like you have a better understanding of a part of their program though?*

Maybe the achievement.

*It sounds like it maybe wasn't the best at informing you about the program, just the training specifically?*

There was only the training.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

It's all about rice. The program is like specific to the rice.

*So you only think that you learned about the twice rice program, not the program as a whole.*

No, maybe, okay, just looking it's actually just this program – not the whole.

*Are there any ways they could have been more effective at informing you or you would have like to have seen to be more informed?*

Do they have more than one program? Yes. This is just one of them. Maybe for this one, they just decided to focus on one part, and they left the other ones out.

*So it's not as effective because it's not an overarching story?*

Maybe they could say we other projects or other things that we do before they start talking about him.

Maybe like here – the first page.

**Please describe any feelings that you had after viewing the story.**

Yes. The fact that he could get up and turn his life around. He had a small place to plant his rice, and other people would have just stopped at that, and they would be like I already have my plot but the fact that he accepted it and went to the training – it improved his life and his family's life.

*So what kind of feelings did that make you feel? Were you happy or sad?*

Happy.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

About the video, I would say a five. No, no, no. Not five, I would say four. The one is because I hate reading while watching...you get distracted. [About the closed captioning] You concentrate on one thing and most of the time you concentrate on the reading.

*What about the webpage as a whole – what was your reaction on a scale of 0-5?*

I would say a five.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

So this is about one person's life that has been changed. What about all these other people whom they have trained, whom they are still training? And they've given them all those nice things...

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I would say a four. They still have the one to get over the fact that he thinks that rice is the only way forward. So they still have some work to do.

**What, if any, changes will you make in your life as a result of this story?**

I'm only concentrating on that I want to be a farmer. I don't know; I don't think concentrating on one particular crop is a good idea. They didn't mention if he was growing the rice on a large scale, I think it's subsistence. So basically it's just, his family is improving.

*So it sounds like you are seeking more information from it? Are you asking questions?*

I have questions.

*So you maybe you want to see more information in some way about the farmers?*

Do they only give them..the training, are they still doing the manual of things? What is the fertilizer they are using?

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

This one would be like anytime because it's something we need to remind us of...especially the farmers, they need this almost everyday to remind them that you can do this, you can change this.

My grandmother used to plant rice.

**Please share any additional comments on your attitudes toward the webpage.**

I think the story is great. The only problem is it's only positive; there are no negative things. And As we know in life things do not always go as well. Maybe like some of his crop...sometimes, he may not get as much yield as he is supposed to or as much as he expects to.

*So you almost wanted to see some adversity in it or him overcoming something?*

It looks official. Almost.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

I think the first one. Because it has more information that is if you go in, keep checking, you can get more information then the video because the video is just the one thing and that's it.

**Which webpage did you find most interesting? Why?**

The second one. Maybe the second half of the second one. Because the first bit, the video, it would have been nice if someone is interpreting, translating yes, so you can concentrate on what he is doing. So the second bit is better because you are reading.

**Which webpage did you find most believable? Why?**

I think the first one. Because it gives you the figures, it gives you, like; it's researched. But the second one gives you the good part.

**Which webpage did you find most trustworthy? Why?**

The first one. Because it gives you more information and also because you see, it has these figures which mean that it is researched and you can easily go back and confirm these figures, unlike the other site you can't go to Bangladesh...

**Which webpage do you think gave the most information or context around the story?**

This one, number one. The story, number two.

*Just in the sense that you left with more information?*

Number one.

**Which webpage did you like better and why?**

I think I would go with one.

*Any reason in particular?*

Because it has more information and I can trust it.

Uganda 3

**Please list any types of digital storytelling that you view or read on a daily basis.**

Not what I use. Of course, I do read a lot of stuff on social media. A little stuff from different organizations that I have collaborated with in the past using Storify, like maybe every week. I am able to collect a lot of conversations going on on Twitter; you are able to view the conversations going on about different stories. In terms of video, I get lots of videos on YouTube especially with human beings as the subjects but also animation, a graphic way of explaining concepts, especially you want to show connectedness of things and concepts. There was a project I used to work with, and they still share with me some of those things on health systems. And I find those quite interesting because can easily understand the concept. Using characters and illustrations and graphic images.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I like the numbers. Just the way they bring out these figures without complicating things. I like that. At the top of the page.

*Did anything else do a good job of giving you information?*

I've not watched the videos, I'm just looking at the videos, and particularly I want to know what they are talking about. This kind of conversation is ongoing.

*Did the bottom part, where this is the target regions and funding, did any of that work for you or was it effective at all?*

I don't find that intriguing really.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Well for some reason when I click onto the country tab, it gets weird. The stats appear behind the statistics. I don't know why that's happening. It might be my browser. I find it quite simple. It's not really a congested page. That's probably another plus. Your eyes don't...

**Please describe any feelings that you had after viewing the page.**

Usually, when I look at the statistics here – we usually tend to bring out a negative picture, especially the program, you think they are going to talk about so many are dying from hunger, these men are starving, but the statistics here tend to bring out a positive picture, which is heartwarming. So I'm not looking at a gloomy picture. It is something which I appreciated.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Maybe a four.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**



I think it goes back to...I mean I have this image of starving people, of misery, or famine but that's not what I'm seeing here. So that brings out probably the challenges and opportunities part. So now I'm looking at what I didn't know.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Three.

**What, if any, changes will you make in your life as a result of this webpage?**

This very tricky. Probably, you know now, I feel more informed so if there was a discussion around issues to do with poverty, issues to do with hunger, issues to do with what is happening around the world to change that, this is one example I could bring up as an example of what is happening to address issues of hunger. And there is that whole idea of a single story, so now I have more than that single story about Bangladesh. I can probably use it as an example in any discussion, maybe engaged it.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Tricky. Sometimes when you probably are sharing communication pieces around how interventions are working, this may be some of the examples you use as case studies. So if I were working in the area of food security or world hunger, I would probably bring in this as an example of what they are performing.

*If this was about your organization, when would you want to give this type of information?*

If you're working with people like policymakers, at least in Uganda policy makers are not good at looking at extensive text, or documents with a lot of text. These kind of numbers they can quickly scan through and easily grab their attention, but also they're easier to retain and when you have a thick document with endless statistics. So policy or when you're dealing with people who are really busy, this can be helpful.

**Please share any additional comments on your attitudes toward the webpage.**

Maybe color. I love color. It's not that stimulating in terms of color.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Of course the voice, the video brings out the voice of the beneficiary. It is a powerful storytelling tool and the context...their setting, the village setting, their home. You're able to visualize their situation or context. And that helps. I know these other images I'm looking at after the video, it's really good storytelling. The text is flowing in a conversational manner. Yeah, it's quite helpful. We're not reading academic stuff. Easy way of telling/narrating changes that have happened in their lives. It is quite interesting actually. I'm going to copy this.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

Probably having been in an academic setting, if someone says they produce twice as much you want to know how much they're producing before and how much they're producing now. You're left wondering

how much is twice. That is probably a minor detail. In my understanding, if you are still carrying your produce on the head, it means it is still not much. If there have been significant changes, I would imagine even your management of your produce has changed. Maybe you need a farm truck.

**Please describe any feelings that you had after viewing the story.**

I like that after...you know, it's not that you're talking about...usually here when you talk about support, you talk about money, but here no one is talking about oh you put in this much money to support this family or community. So it's really about giving them the skills, the good agriculture techniques, and then this guy has been able to teach others, including his family members. And for me, it's...the fact that he invested in education for his children is the best I really liked. He wants his children to live a better life, and I find that quite interesting.

*So all of those factors affected your feelings?*

Yup.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

This one scores a five.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

I think so because they are using a sustainable approach to supporting these families and communities. They are looking at skills; they're looking at better farming techniques, that is more sustainable than giving people money.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Can we have points? Four point five.

**What, if any, changes will you make in your life as a result of this story?**

I am currently supporting a number of people with cash; maybe I'm going to try training.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think if I wanted to engage, for instance, my employer to redesign our webpage or take a fresh look at how we package our communications pieces, this is one example of how to design a more effective page. I think. Yeah.

*If you had this webpage about your organization when would you want to send it out or get it?*

When we're packaging our information for our beneficiaries.

**Please share any additional comments on your attitudes toward the webpage.**

None, I like the quality of the images. They are good, and they're using happy faces, which is good.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

It's tricky because I think they compliment each other. I think people want to hear voices, people in particular on projects so the second one may be more effective.

**Which webpage did you find most interesting? Why?**

The second one, of course, is interactive. There is life.

**Which webpage did you find most believable? Why?**

Because we're talking about how these interventions have worked out or how they've impacted people's lives, of course when you listen to this man telling you what has happened to him, it's more believable than the figures that we see on the first page.

**Which webpage did you find most trustworthy? Why?**

Well, I can trust these guys. Second one.

**Which webpage do you think gave the most information or context around the story?**

In terms of context, the video and the images on the second page, you're able to see for instance the socioeconomic conditions of the beneficiaries. Just looking at the road to this boy's school when he's riding the bicycle, the farm, so you look at that, and the interventions and you see that they actually do make sense.

**Which webpage did you like better and why?**

The second one was my favorite. As I said, the voices are a powerful way of bringing out issues. If I go back to the statistics, and then I watch this, then I get the voice behind the statistics. That qualitative change is here that appear on the first page.

Uganda 4

**Please list any types of digital storytelling that you view or read on a daily basis.**

So given your description, yeah, I read news all the time, blogs, different news stories, social media. So I do that.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think maybe the numbers, they just jump out at you. That's the first thing I looked at. And then at the bottom, where they have the graph to target regions and funding. But the initial thing was the figures that came up. Showing what is happening, the population, the poverty, yeah, that's definitely what jumped out at me.

*So you think those sections were effective?*

I think they are. I think just seeing the figures on...the first thing. You look at them and they are bold and they're coming out so that makes you want to take a closer look so that's...yeah.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

I think I need to take more time to read because I haven't read it all.

*Take all the time you need.*

maybe a description of what it what it does. What is Feed the Future, I don't know...maybe it's there, but I don't see it. Yeah. For someone who doesn't know what Feed the Future is they may not know what it's all about but what they're doing is there, which is good. Yeah.

**Please describe any feelings that you had after viewing the page.**

Let me see. I don't think so. Well, when I look at the numbers again, especially when I see the poverty and the stunting of the kids. Yeah, that makes me...yeah. Yeah, I think that...wow, this is happening kids are getting affected, so yeah.

*What types of feelings do you have after seeing those figures?*

I think when you see the kids are being stunted I think that for me, that is maybe sadness. Also, maybe, why? I don't know how to turn that into a feeling but I mean why a huge proportion, over 30% of the kids are stunted. So, yeah, that's not a good feeling.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Probably a four. Yeah. Yeah.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

I think. Let me see. My attitudes towards Feed the Future. I'm not quite sure I can I feel, that is, if I take an in-depth look at it because I'm just glancing at it. If I'm to take a deeper look and see exactly what they doing and how they are helping, I'm sure my feelings would change.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I think right now I'd be conservative, maybe half halfway. Like 2.5 to 3. I think I'll just need more time to look through the page and then I'll be like wow they're doing awesome stuff which I'm sure they're doing.

**What, if any, changes will you make in your life as a result of this webpage?**

I think looking at this one thing would be to just read more about Bangladesh. I didn't know they had all this going on. And then...and see...because I know there programs that help with feeding kids even in here in the cities. So that's something I'd definitely something I'd consider. I mean like volunteering to help pack food and stuff like that.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Well it would depend on what the discussion is. I think, again depending on the situation, if we're discussing poverty in a given meeting. I would discuss the figures maybe like what is going on and then talk about what Feed the Future is doing. So yeah so I think that's something that I possibly do.

**Please share any additional comments on your attitudes toward the webpage.**

Maybe the graph, the map. I feel like it's okay but maybe if you had a more interactive or clearer graph. Not the graph, the map. That would look nice The district boundaries, yeah, it's hard to know exactly what it is trying to say. And let me see if the videos are working. I like the figures and the way they come out. I like pictures, so maybe a picture higher up.

*Any additional comments on attitudes?*

Not really, but I think they're doing a great job. I mean if this is what they're doing and the funding has been increasing since 2008, that means they're doing a lot for this region.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think the fact that they had a story really, really help. Yeah, having a person who has gone through it. It's kind of like a testimony. Someone who is saying that I went through this and it has worked for me. So I think that made this way more effective. Yeah, so I think I like this. And so what I liked was how he talked about his before and after, like how he was before poor and all that and then afterwards his kids go to college and stuff like that, so...

**Please describe anything about this story that you considered ineffective in informing you about the program.**

Well they talk about how he learned about it from a local agricultural extension officer program. So that's assuming the officer knew about it and it's an ongoing program in his community, which may not be the case in every community, so, yeah maybe that.

*How about...there was a video, photos, text, was any of that ineffective?*

I think it's effective because...depending on the part of the world you're watching this from, like in the US with the Internet it's so you can watch the video and get the story. Other places, like if I'm accessing this from Uganda, the video may take long to play or may take all my bandwidth so I have to look at the pictures and I can still get the same message. So I think that is good in that way.

**Please describe any feelings that you had after viewing the story.**

Feelings. Well because it's a family and their telling you their story, so definitely I felt engaged with them. I wanted to know what happened. I felt happy when they made it at the end. So yeah, then of course when his dad died that makes you feel sad. I think because it's involving people it makes you feel kind of connected to them.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Five.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yeah, this one has definitely...yeah. Better than the previous one. Because they talk about a community. A person and things he went through. So that works better.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Probably four. I'll give it a four. Yeah. Very strong.

**What, if any, changes will you make in your life as a result of this story?**

I'll probably look and see where else in the world Feed the Future works and yeah where else they're helping farmers around the world. I'm interested in seeing how the local people can improve their livelihoods.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think this, because it's a story, now having a video, depending on the audience again, if it's somewhere where they don't have access to some of things, it could maybe a DVD. The story itself, that follows can be maybe in a printed out form.

**Please share any additional comments on your attitudes toward the webpage.**

I just think I like the way they packaged it. Yeah, just like the way the story was told and the use of images. I like the pictures, they convey a lot—a very big message. So I like this.

### ***First Webpage (Numbers) versus Second Webpage (Digital Story)***

#### **Which webpage did you find most useful? Why?**

Useful? Again, in what sense? Yeah, because if I'm doing some stuff like a science narrative the first one would help where I need the figures, I want to compare what's going on on what Feed the Future is doing. If I am going to a community and I want to talk to them about how to help them maybe get more engaged in farming and how to be more productive, then the second webpage would be more useful. I think they're both good but it depends on the audience that you want to present the message to

#### **Which webpage did you find most interesting? Why?**

I like the story. I like the second one. Because it's talking about a family getting out of poverty. I like that.

#### **Which web page did you find most believable and why.**

Most believable would be the first one because it's talking about figures. I know stories...stories are great and the tug at your heartstrings but sometimes it can be just one side, but now this is showing me the figures and I can be like wow, yeah, they're actually...

#### **Which webpage did you find most trustworthy? Why?**

The most trustworthy. Let's see. I'm not sure, I think they're both at the same level. Well the other one, again, has figures. But then when you talk about a person going through the whole process and succeeding, that's too is trustworthy. It's a person's perspective.

#### **Which webpage do you think gave the most information or context around the story?**

I think the first one. The first one has a lot of information.

#### **Which webpage did you like better and why?**

I like the second one better. Oh I like the use of pictures and the use of stories. Short but they really capture the message.

Uganda 5

**Please list any types of digital storytelling that you view or read on a daily basis.**

Yes. Things like news articles, I do that more or less on a daily basis. This may not necessarily be a story, but I also read some articles, online journal articles from some scientific publications because I have an interest in that. I think those are the article which I read on a daily basis.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think one very good thing that I saw is the figures or statistics. They give a summary. I think maybe because of my background; they are figures so it's quite appealing because you may come here and within a very short period of time and you don't have to go very far to get statistics about Bangladesh. You get a summary. It's very good and positive. And it doesn't have so many...it's not crowded with text, which also is a plus. It also has a menu so you can navigate and maybe go to another country or go to news and events. Those are some of the good things. Perhaps if I just come to this webpage, maybe I would have wanted to get some little summary about the Feed the Future program before looking at these statistics. I think for someone who is comfortable, someone who is friendly with statistics, it is okay. But if it is someone who is not very friendly with statistics, it might be a put off because you find that when you open the screen, it is all the statistics and some text. If you scroll down, then you may see some other figures. So, yeah, perhaps it would be good, to have when it opens, some other thing that can help those who do not like statistics. Someone who may not be interested in looking at figures or text, they may get turned off and look for something else.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

I have not opened these photos. I think these are a good thing to have, but I have not opened them to see if they are informative or not. I think, also, when I look at the...much of the information that is here, it is not specifically speaking about Feed the Children, but it's speaking about Bangladesh as a country. What I've read so far is not about Feed the Future, but it's giving me statistics about Bangladesh as a country. Maybe I'm not...yeah, it says Feed the Future...now that they've started with this as the first page, if I just come here and I see Feed the Future, I would expect I was going to see something about Feed the Future, and I'm not. I see something about Bangladesh. So if I were to look at this as a website for Bangladesh, then it would also be good to have more information about what Feed the Future is doing in Bangladesh.

**Please describe any feelings that you had after viewing the page.**

I think the first thing I thought was okay, it's good, it has statistics. You can look at it and get information or statistics on information without really going deep into the website. On the other hand, what if someone who is not interested so much into figures, it would be a lot of scrolling to pick something that would be captivating to me. I would say it would be appealing for a certain type of people, but it may not be captivating for someone. It could turn off someone who was not comfortable with figures.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**



I think that question...looking at it from the point of view of the website, where you can go and get statistics, but if I was looking for information on Feed the Future and you have seen what I have seen, I'm like, oh, what is this. I could go to the National Bureau of Statistics and get this type of information. I would say a four.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

No, it has not changed. It has not changed at all because I have not seen much information about the...oh, I think there might be some information in the videos but maybe if I opened them. Maybe if I had watched the video I would but from the information, I have read, from the statistics and then from the text, I wouldn't say that I have learned that much. It's little I would say.

When I look down, I'm looking at the related stories. You have to look down you can see when people are reading...it's mainly...it's good to have the important parts up front. But I have looked at it again, and now I can see the stories and headlines.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I would say maybe two.

**What, if any, changes will you make in your life as a result of this webpage?**

I don't think there would be any changes I would make in my life. I think one of the reasons is that the information that is here is the information that can help me make any changes. Like if it was in Uganda, but it's in Bangladesh. It's not something that concerns me in my life. Possibly, if was from within this region, like from Rwanda, Kenya, or Tanzania, I would say oh, this is something that can help make a change in my life.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think possibly if I'm doing some activities that are similar or related to what this organization is doing, I think I would be very much interested in doing that. Or if I'm doing some study there might be another program that has related activities; I would be interested in this. Or if the activities that are being addressed by this organization, if they are applicable to my region or my country, then I would be interested in receiving this. How does it affect me or affect my thinking?

*If your organization had something like this, when would you send it?*

I would send it to someone if I knew, I know for instance, that someone may find it beneficial to their work, like for research. I would also share it, like the news, to someone who might be interested in this type of work. But I'd also look to see if we're targeting potential partners who may need to collaborate with and whom I want to know more about what we are doing, then it'd be very important to send them this type of work.

**Please share any additional comments on your attitudes toward the webpage.**

I think like I mentioned, the page needed to have more visual appeal on the start because depending on your audience, possibly some of these things like graphs, or information about some of the activities, the

outputs, the deliverables that this program has to get out. If someone goes to the webpage, they are just interested in information but teach you about the program. So if someone has to read just general information, but only if you targeting someone who has a lot of time. But if you are targeting someone who does not have a lot of time then they possibly need some more.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Yes. Because this story is giving real life experience, I can now feel that one of Feed the Future Bangladesh's activities are changing people's lives through economic strengthening. They have built a training. You can see how the activity has changed people's lives. It's like he didn't have a chance to school, but now he has learned modern farm and because of the video, it demonstrates how his income has changed, how he produces surplus and sell his vegetables and give some away to his relatives, how his higher incomes can bring his children to school, to buy bicycle, and that kind of thing. So I think the video and then the text. It brings out a real story, and you can see how the activities of the organization are transforming people's lives.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

I think it was best. Although I thought some of the words were repeated. The same words were repeated twice. I don't want to say it was ineffective but it was kind of redundant.

*Redundant from the video to the story below?*

Yes. It was kind of like repeating because much of the information was already covered in the video. We see pictures showing the different parts of the path, people applying the fertilizers, harvesting the field, getting the yield, the bicycle that they got, the child going to school. It could be kind of...I thought it was quite informative.

**Please describe any feelings that you had after viewing the story.**

Yes. After reading the story, I'm like okay because I saw how this...certain thinking in my children. His child knows that rice is their life. You can see that they're participating in these activities and I was thinking okay, I have some land, could I also start something with agriculture. Would my children appreciate it? You start thinking about what kind of labor setup and what I can leave for my children.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I would give it a five.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yes, very much so. I think if someone would now say I know what work they are doing. I should say...it's the same in all developing countries because all developing countries have problems related to poverty, they have problems related to food security, they have problems with income generation. So I think, I

know that this organization transforms lives. When I look at this particular video, this activity, this is transforming generations. It's not really looking at him, but we're looking at these skills he got, and he involves his children and his wife. So even if he died, those skills have already been passed on, and the children are also being transformed because they're getting an education. So it's something that although it's being done now, the impact is going to be long lasting. So right now if the Feed the Future program stopped its work or support in this community, or for this particular farmer, the benefits will continue into the next generation.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I would say five. Honestly, when I looked at the first website, there was really little...even the statistics had captivated me as someone with a background in it, but the statistics were not about the program but the country in general.

**What, if any, changes will you make in your life as a result of this story?**

I think one of the changes would be what I talked about because I'm looking at how it works...how it involves my children from a young age. What kind of legacy can I pass on to them? What can I teach them or involve them in at this stage when they are still young. If I die young, what can I teach them that still has an impact. If this gentleman passes on, the children will still use the knowledge which they have gained and his wife. I would also say, okay, if the main point were the training in the video. So I want to know what I can transform in my own life – like I mentioned, I have my own land which I am not using that much. Can I also do something and what can I change so that I can do that. So it's food for thought for me.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think this type of webpage, unlike the previous one that targeted people who are doing similar things that you are doing, I would think this type of webpage could be given to a wider audience. It is something to which you can give an educational institution to show how the power of information or the power of training someone can transform their lives. You can give to a potential donor. It is something you can share with people who have similar or related activities. I think it would also be good to give to decision makers, policymakers, and that kind of thing – that kind of audience. It might be information that isn't so intense in terms of funding but you see the benefits, and they are long lasting.

**Please share any additional comments on your attitudes toward the webpage.**

It's a very good, captivating page. Initially, when I saw it, I thought it was not real. I thought it was maybe just for...I thought it was a fictitious video for your purposes. But it is good. It is something for which you feel like many people should watch it and possibly if it is something that like a...in the developing world, they may want something like that to be replicated in their own communities.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

The second one about the rice. It was much much more useful. It was about the program...it uses a person, putting that person, so you're looking at their life story. It focuses on a life story; we're looking at

someone who was impacted by the program. And then using the pictures, the videos, the words, it has a lot of appeal. I thought it was much much better.

**Which webpage did you find most interesting? Why?**

Still this one. [The second webpage.] It is much more interesting and appealing. You feel you want to continue watching and reading about it. It's talking about something which concerns me; it concerns very many people, it's talking about poverty, it's talking food security, it's talking about income generation through agriculture. We are seeing how people's lives are being transformed. It is much more appealing.

**Which webpage did you find most believable? Why?**

The video is believable because it is someone who was impacted by the program. He is giving his own account of what the program has done for him, how he is using the knowledge he has gained, how his income has changed, his quality of life. So to me, I believe the video better. I'm hearing from the person who has been impacted; I'm seeing pictures and videos of him applying the fertilizer, I'm seeing him in the garden. I'm seeing him cutting his harvest. I find that to be really believable.

**Which webpage did you find most trustworthy? Why?**

I thought this one with the video was most trustworthy because it's talking about this project, it's talking about the activity. The first one, it was talking about the population of the country, the poverty level, I look at it for the Feed the Future but then I look at the statistics, and they are not...I could get the statistics from other sources like Bangladesh's Bureau of Statistics. So I find the video more trustworthy.

**Which webpage do you think gave the most information or context around the story?**

I think it is the first one because it is talking about general things. This one is narrow, and it is on an individual. I think if you're looking at what Feed the Future does then the second one, but if you're looking at Bangladesh, then it is the first one.

**Which webpage did you like better and why?**

I like the one with the video better, with the rice. It's talking about what Feed the Future is doing. Now this one is like you really need time before you get anything. What I see here has nothing to do with Feed the Future. I have to scroll down. Even if I scroll down, you keep going. I'm not sure...I've read what is up here. Maybe the videos are talking about Bangladesh in general. Perhaps they're not even about Feed the Future. I didn't get much motivation to open them.

Thailand 1

**Please list any types of digital storytelling that you view or read on a daily basis.**

On Facebook, when people share. Also, I have the application for BBC.

*So you just read that on mobile?*

Yup.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I think it's actually pretty hard to get.... you know. And the numbers here. I think it makes it a little confusing that on the top row is more the information about the country and then the second row is a mix of the information of how Feed the Future has helped the country and also how this is the information of the country itself. So it's a little confusing. It's nice, but it's too many numbers.

*Was there any part that did work?*

The country profile. Because it says Bangladesh and it was just a brief paragraph of what it does. But you don't really get much of what Feed the Future does exactly.

*Anything that was on the tabs or down here that was effective?*

The funding was nice but the target region, you don't really know where Bangladesh is.

*So did this just not work because it didn't give number specifically about the program or did you not like the numbers?*

I think it's just...I think it works for the country information but then regarding the project itself...it should be either separated or made a little more prominent.

*Would it be better if it was further down the page?*

Or with a different color or what we do or how we impact or something else like that.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

I think the rest is fine. Maybe it would help that one here they have another tab for what we do, how we work.

**Please describe any feelings that you had after viewing the page.**

It's a little confusing. So if you want to learn more about Feed the Future, like what they do exactly, how many countries they work in, like the program they have, you won't find that at first glance.

*Did you have any emotions?*

It's like very UN-like [United Nations] – the format and the structure, the theme.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Zero.

**If you did not experience any feelings, please describe what the experience was like for you.**

So it's more that it's the information you get from the website.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

Not really.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Zero.

**If your attitudes have not changed, please describe how they have been confirmed or reinforced.**

I think if you knew about Bangladesh, they have a lot of people in poverty, so I think this confirms your perception of the country before you even know about it.

**What, if any, changes will you make in your life as a result of this webpage?**

For example, instead of just giving numbers, they should give more of the impact. This is just about how much money has been put into the program, so, for example, it's helped 1 million children have been helped and how would that impact the children. Is it a one time off? Because of this program, do they have a chance to go to school? So it's that way. Actual impact. I think NGOs are good with that, like with our project, they are able to...for example, a lot of programs help with sanitary napkins in Africa. So in our program, school girls are able to go to school.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

If I have seen it, I would just send it to my relevant partners.

*Would you share this with your family?*

No, just work colleagues.

*When would you want to get it?*

When they have the update, like when the numbers change.

**Please share any additional comments on your attitudes toward the webpage.**

I'm not sure if the government agency can do this but make it more not U.N.-like. I don't know if they can do that. Maybe more a photo of a child. A before and after with a smile.

*If they did include more photos, would you still want this type of information?*

Yes, for example maybe photos of a child and something like one million children have been affected by the program.

*Attitudes Toward Digital Story (Narrative-Based Evidence)*

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

So they use the video, it's not just you know a slide changing. So they actually produce a real, nice video. I think the production was really well done and they used a drone or something.

*Anything else about this webpage that was effective?*

I really liked the photos and just a very brief description of what...storytelling.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

I think it told the story pretty well. I wouldn't have anything against it, but I have a question in my mind, probably not about this program but a one-off training – how would it affect the farmers, you know, maintain his skills. What is there...so maybe it's a question about the program, like do they have a follow-up training or something like that in the country?

**Please describe any feelings that you had after viewing the story.**

This is a positive feeling, I think. So I think they try to highlight the difficulties he's had before and then after the program, but you don't feel the sad part.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Two

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yes. So like from the website you didn't get much information on what they do but then from this video, at least you know that one of the programs or trainings, or the training they provide. I like the level that you understand the program more.

*And how were your attitudes affected by that type of information?*

Because you understand more...I think you have more positive attitude towards the project itself, not just like looking at the numbers and learning what they do. It helps you to actually know that they go down to the field. They actually have an impact on the village level, on the micro level.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Two. It's related to the feelings and the change.

**What, if any, changes will you make in your life as a result of this story?**

That's a good question. I think because now...I probably won't change anything at this moment but if they play if your emotions more, that might help.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

So I subscribe to the USAID Agrilink updates, and they usually have webinars and discuss them. So if this type of program fits into one of the thematic areas that they are going to do, for example, sustainability of farmers in Africa or Southeast Asia. This could be one of the resources or information that they distribute. So that you have the information before the webinar.

**Please share any additional comments on your attitudes toward the webpage.**

I like it. Regardless of the content, you I like how it is – the video, the graphics of the whole story that comes afterward.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

This one, the second why. Because it has photos, it has sounds. If you don't have time to watch the whole video, for example, if you're boarding the plane or something you can just look at the two slides and then you can come back to the video later.

**Which webpage did you find most interesting? Why?**

This one. [The second one.] It's something you can actually see, the video, the persons. And they're real people the project was working with, so you really get something visual, not just numbers in boxes.

**Which webpage did you find most believable? Why?**

This one. [The second one.] You don't know where the numbers on the first page came from, how they conducted the findings, like, one million reached – what does that mean? It doesn't mean it's real. But for this one, you know exactly what it means even though it's a single family.

**Which webpage did you find most trustworthy? Why?**

This one. [The second one.] I think the information, even though it doesn't provide numbers like you can get...Taroni wakes up at 5 am everyday, it's something you think, oh it actually is... Yeah, there is not doubt that's what happened.

**Which webpage do you think gave the most information or context around the story?**

This one. [The second one.] Because you see Bangladesh, you see the rural area of Bangladesh; you see the rice fields. So you know how and who the project has been working with.

**Which webpage did you like better and why?**

This one. [The second one.] It gives you something visual. And the story. And I think it helps to have storytelling.



Thailand 2

**Please list any types of digital storytelling that you view or read on a daily basis.**

I will read news on the CNN website, or TedTalk. I listen to the foreign radio to listen to English. And then I will check the webpage. I look at updated on technology on the website.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Yeah, I want to get more information. The first part.

The second part is really helpful for me because it introduces what we do, what we are in this part.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

And the first section is too much information.

**Please describe any feelings that you had after viewing the page.**

Emotion about the text? I could feel when I stay on this page about the layout or the information; there is too much text. I don't feel excited. It doesn't have the impact.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

For me, it's just two.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

Yeah, would you be more likely to support it or not support it now?

My attitude for this website...the first thing I want to do is support it and then the tech information I will get some...it is not easy to understand.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I think, one.

**What, if any, changes will you make in your life as a result of this webpage?**

This is the question, do you mean developing the website part or the information part?

*So after looking at the website, would you do anything differently in your life? And that could be something like wanting to search for more information about the webpage, or you want to know more about this program, or maybe you look more into these statistics? And you don't have to have any changes.*

I don't have any idea about how I'd change...I'd need more time for learning. I want to make sure...

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

The population information, the GDP, something like that?

*Would you want to get this before meetings or some other situation?*

Yeah, I would get before meetings.

**Please share any additional comments on your attitudes toward the webpage.**

The tech part, it's enough information for the user. It's good for the user.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Really different. This one is really easy to understand and exciting. I want to learn from the story.

*Were there any specific parts of this webpage that were really good at helping you understand?*

Yeah. The photos were the first thing that helped me. The next is the text information, and then the video. When I visited the website, I see the video later on the webpage.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

Actually, I don't have anything bad to say. It's really awesome and nice. Every part is nice.

**Please describe any feelings that you had after viewing the story.**

I was really excited when I was looking at the webpage. I want to learn about the story. I like it. It's very good.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

Five. I have five. You know, I look at stories like this, and I learn English from them.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

My attitudes for this one, I think looking at the information, I feel good. I want to support the programs.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Five.

**What, if any, changes will you make in your life as a result of this story?**

It's difficult to explain.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Like the first thing I mentioned, I get information on how...Facebook would be a good way to communicate this. Mostly I would put the news things on social media. Also, this story I would say it'd go on social media. Get on social media – Facebook, Twitter.

**Please share any additional comments on your attitudes toward the webpage.**

It's good.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

Second one. It's easy to understand.

**Which webpage did you find most interesting? Why?**

Second. The photos, the text, the meaning of the type is good. The story is interesting.

**Which webpage did you find most believable? Why?**

I believe the second website because, in my heart, the first thing is design. And the photos, I believe it happened because of the photos and the information in the story.

**Which webpage did you find most trustworthy? Why?**

The second one. And the item on the second one...I think the photo is the first thing for me. And the second thing is the information in the photo.

**Which webpage do you think gave the most information or context around the story?**

The first one gives more information.

**Which webpage did you like better and why?**

The second webpage. I would say the same thing. It's easy to understand. It's exciting.

Thailand 3

**Please list any types of digital storytelling that you view or read on a daily basis.**

Actually, I don't read a lot of storytelling online. Maybe if anyone chats to me with something. But not much.

*Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

It provides me with information on the project that is implemented in Bangladesh. I go right to the column. I'm not familiar with the program, so maybe I need more time to look through it...

It provides me with a chart or a description. So I understand it okay. Yeah, it's very good. It's easy to me. I'm not a reader, so the chart lets me understand quickly.

*Which part helped you understand more quickly?*

The first part that's on top. It's like an overview of Bangladesh, related to economics.

*Were there any other sections that were helpful?*

I like the highlights. [The tab section.] It's like the news, and it provides the highlights. Maybe people are interested or not interested in learning more.

*Were these parts helpful at all? [The very bottom.]*

The target region for me is not so...not so interesting or particular to me to understand. I know the green one is too small.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

I think it depends on the audience because you have several different types of audiences so I think if the website can provide more wider range of information because maybe I'm interested in the overview or the part on socio of Bangladesh, but I think other audiences may be interested in the economic or in the health or even the problem in Bangladesh. So the website can provide a lot of information because anyone can be interested in a different thing.

*Did they do a good job at providing enough information?*

I think for me, it is okay. I did not go through all of the parts of the website, so maybe I just did an overview look, so it's okay for me. As I mentioned, I'm not a big reader, so I really like to see a chart and the numbers are okay. The pictures are good; they let people understand more. The graphic under target region...I don't understand what it means. They should provide more. It shouldn't be so particular or separate. Maybe they could provide a bigger graphic or more color, so it's more interesting. I'm not sure about funding. I understand that has increased, but I'm not sure if the funding is for agriculture, how these are increasing. If the funding is increasing, how is the program output increasing? Are they linked or how is it impacted.

**Please describe any feelings that you had after viewing the page.**

I think that I may be familiar with a webpage like this. I really like the tone of this kind of website. It's like I used to work with a non-profit organization that works with poverty, environment, gender, health – they have a tone like this, and I like it. It's like I go through a National Geographic and the graphics are linked to each other. I think it's good.

*Did it make you feel anything like happy or sad?*

If I go through it more, I think I might but the highlight section, I want information on why Bangladesh. There is the statistic on poverty, and maybe someone who works in it would look at it and say oh that's a lot or it's not. If the website is making people aware of poverty or food security, they should have something under the top like pictures or some highlight work.

*That would help you have a bigger emotional reaction?*

Yes. I think the picture will let people become interested and want to find out more about what is happening Bangladesh.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

I have to read so about 3.5 to 4. If you had to give a 3.5 or a 4? I would need more emotion; there is a lot of information.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

It's positive for me because of my background working with the non-profit organization so yeah it's positive for me. I think people that work with a non-profit organization may realize that they have some part in the world and in a country that needs to be developed and give some program related to their basic needs. It's good to know that each country...I know that each website has a page on these countries.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Because of my background, I understand these problems so not much. Can I give a four? I'm not sure if that's related or not. No. It hasn't changed a lot. So I'll give a number three. It hasn't changed my attitude but gives a lot of information for me to know.

**What, if any, changes will you make in your life as a result of this webpage?**

That's a big question. Personally for me, not the donations but I'm just starting with myself. Maybe I cannot help Bangladesh, but oh, we still have some people in the world that are facing some problems. So just starting with myself and people around me. So sharing this information to start these thoughts or thinking. Maybe just a quick chat with friends if I have a chance to talk about this issue. Maybe my friend in a development organization, we could talk about it, and this webpage could expand.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

For example, if my friend shared this with me today I wouldn't have the time to read it.

*If your organization had this type of webpage with all these number and approach, when would you want to send this type of webpage?*

I'm not sure we will have this, but it should have a highlight. For example, if I want to share this on SEAOHUN Facebook, it should have the title and link to the SEAOHUN work. Like a path from this to Bangladesh. Maybe one or two slides to share this website. The OHUNs would maybe want this. So link it to our activities or the effect of it, to clarify with no doubt to go to this website.

**Please share any additional comments on your attitudes toward the webpage.**

For this one, it's okay.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

It let's me know that rice is very important in Bangladesh, just like Thailand. And in this family. I think this website is focusing on one family's story. Mainly for this family.

*Did you like that it focused on just one family?*

I'm not sure. Actually, if this is part of the website, it's okay, but if it's the main part or the site is only about this one family, no.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

No, not bad. It's okay. I think the program is good at helping people organize the farm.

*How about the webpage itself? Did it not give you enough information at any part?*

It's good. It's interesting. It covers an activity of the program, and they just highlighted one with photos. I like it. I do not need to read a lot and just scrolling down and reading the read on, and I'm like oh. I just read the red one. I think it is the highlight of the program. The pictures say what so I just read the red one. If I want to read a lot, I can read the black one.

**Please describe any feelings that you had after viewing the story.**

There are more emotions than the previous one. The sound of the video...yes.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I have to give more stronger. I think maybe a five. Because of the sounds and the photos and the script of the video. It's like a short documentary about one family and how it changed. It's good. It's easy to understand.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Same. It hasn't changed that much.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Maybe 3.5.

**What, if any, changes will you make in your life as a result of this story?**

Maybe the same as the previous one. Most likely, in Thailand, we may also have a program and story like this. I also have input from the media, like television program about this, but not from Bangladesh people. It's a lot of documentaries like this in Thailand because we have a lot of poverty problems as well.

*So you maybe wouldn't make any changes in your life?*

Not much. But if this website and the audience isn't Thai people like me, it may not affect their life, like maybe if they're from a developed country.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

It's the same. If it's not on behalf of the organization, if it's personal, I don't have a specific situation. But in my group of friends, most of them work in these types of organizations, so this kind of sharing isn't a specific situation, we could share anytime. But if on behalf of SEAOHUN, we could link to it.

**Please share any additional comments on your attitudes toward the webpage.**

I talked already about this but it's only about one family, so maybe it's their success story. It should be a part of the website, not the whole site. Maybe this one can be included in the first one. Combined. So people can be like oh, this is the highlight one and if you would like to have more information to understand about Bangladesh, so you go to the information. So these two webpages could be combined so maybe it's more interesting.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

Useful depends on what the audience wants to use the information or what they want to know in detail of the program. If they want to know about the program, then maybe the second one would cover the program but applied to only one family, but if they want to know about Bangladesh and the problem, then the first one is very useful.

**Which webpage did you find most interesting? Why?**

I am interested in the second one because I want to know...the top of the webpage has the pictures, and I want to scroll down and learn about this person. So it's interesting. And when I go down I go oh, it's the detail about the program and the effect, the result, the effect on this family.

**Which webpage did you find most believable? Why?**

I believe both of them. But the first one is more believable. It has the numbers. It has the information, but I'm not sure if it has the references for the information and how to get the information. I did not find them. If they have the references, it would be good.

**Which webpage did you find most trustworthy? Why?**

The second one is the real one because of the typing. The audience knows it's happening, you work like this and we will tape it. The second one also has the interview, and the people can talk not in the script it would be good. The first webpage is the same as the previous question, if we have the references, or were they from questionnaires.

**Which webpage do you think gave the most information or context around the story?**

The first one. Because the second one is only for one program and one family. The second one is maybe...I don't know how important it is; maybe it's only for the agricultural family. But the first one has a lot of information, but I didn't go through all the details.

**Which webpage did you like better and why?**

I would like them to be combined. But if I have to choose one, I may select the first one because...yeah, the second one is interesting, but maybe not provide a lot of information about Bangladesh, or even the program, it's just the highlight, not in detail. It's interesting. But the first one provides a lot of information, some photos, some graphics, but it's hard to read a lot. The first one is like I can go through this column, click this link, they have many things for me to explore on the page but the second one is just like I just scroll down and does not have links to any other information.



Thailand 4

**Please list any types of digital storytelling that you view or read on a daily basis.**

Not on a daily basis. I am registered for the online newsletter for some platforms that are related to One Health. They send an update on the newsletter, but they send it every two to three days.

*What about any personal stories that you read? Any articles?*

Not often, but sometimes. Normally it's from USAID Bangkok. She sends it to our email.

***Attitudes Toward Webpage (Statistical-Based Evidence)***

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

When I open it, it's easy to read, but it seems very academic because of the numbers and the statistical data. We know that it's about Bangladesh.

*Do you think the numbers were effective?*

Yeah, I think this would be effective for the people who do not know much about the country because once you do the projects with Bangladesh, people always ask about the population, the people in the country. Just looking at the country data.

*Were there any other parts of the webpage that were effective?*

I think you may need to have a question in mind when you like at this webpage because some people may have different questions. If you want to find out about the program, I think...I saw they have the approach, but do they have the background of the program.

*So you wanted a little more information?*

Yeah, because about is at the top.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

In the short time, and the first time, it's difficult to answer this question. For me, I didn't know about the program before so...bt I think this is the program that just started but I think they should have sections on About or Background information should be highlighted, but if this has happened for many years, then it could be in the smaller sections. Because when people go into the website after one or two years, they actually want to know what the program is all about. I think they have the right information. They have approach, results, opportunities, activities. It's very easy to look at, but if you want to look at details, it may not still be right. If you click on activities, they just have the name, but they don't have more details.

**Please describe any feelings that you had after viewing the page.**

As I told you before, it's like, it seems like when I see the first page it's like a fact sheet, they have the country profile and the information that's like brief information.

*Did it give you good feelings or bad feelings or no feelings?*

I don't have a bad feeling but I think it's easy to read but I mean as I mentioned because I didn't work on this project, I have no idea about that. You just have to see the information to see more. And I still don't have the questions in mind that I want to look through this website. But I don't have a bad feeling. It's good and easy to read.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

Three. The feeling is like it's easy to read, the colors, it seems like they have a lot of information for me during my first time. It lets me know about Bangladesh.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

Yeah, I think from...if we look at the numbers. Yeah, but the pictures and...I think if you...if people want to get more feelings about the country and the project, then they should put more videos and the reality of the situation, the storytelling that happens in Bangladesh about the situation. There are the maps and graphics but maybe more stories about what they're doing in the country.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I'd still go with like a three.

**What, if any, changes will you make in your life as a result of this webpage?**

Maybe the number is one but it's not the most important that impacted my feelings, it was more the video part. Looking at the story, look at the people, like us, the people that work in this field, that work at a non-profit, I feel like that would be something that would touch or to do something more if possible. If you want them to have a better life, a better quality of life. Like myself, I've never been to Bangladesh so I'd like to see a picture or a story or a video and also some news. You'd maybe want to make things better. Because when you look at the number, we have to find other information to compare because this one is only one country, but if we have other information to compare then we see how or what's the lack of something.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think this type of webpage would be for academics and researchers. Or students if they are doing projects with the country because you want to look at the country. We don't have the background information which would be very useful. For SEAOHUN, I think if we had some type of background on each country, it would be good because we only have four country members, also the expansion countries. It's good to have the background information because we cannot say that everyone knows about all the countries in Southeast Asia or our partners like in OHCEA [The African network.] I think many people would not have an idea about where Thailand, Indonesia are and what they look like. When we met with them, they asked a lot of this type of questions. But maybe don't highlight this as part of the first part of the page.

**Please share any additional comments on your attitudes toward the webpage.**

The information about the activities. We don't have more information. We have the name of the programs but if we had more stories than we could see the brief information about each of the activities they have. Sometimes a partner or an organization sometimes they want to partner or want to see the projects and if it matches their objectives or goals.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

For me, after I look through, it's one...I recognize this as one of their success cases under the project. Maybe the concept that they have involved with the community but because the story is only about one family, maybe there are others that are engaged. But I didn't see...how it impacted the larger group, just how it impacted the one family.

*Was the video effective? Or was the story after effective?*

I think the production is good. It's easy to read through the computer on a laptop, but I'm not sure if you show this on a big screen if it'd work, but on the computer, it's a good size. I think the video gave me a bigger picture of the program and the text, you know because it's like a story of one person and his family.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

For me, it's about one case under the project. It's just an example, but it may not make me feel for the whole project because it's one case. But I'm still unclear about the whole program and what it looks like and what it tells you at the end about the impact.

*So it's more that they focused on one story than the program as a whole?*

Yeah, from what I see on the page.

**Please describe any feelings that you had after viewing the story.**

I think I feel good to see the story. Yeah, I feel like they have this guy and family and they have a better life after the program.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

I think about four.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

I think yes, I have more...like before in the website; I felt like yeah this is a document but when I saw this one I thought yeah this really happened in the countries and of course it's only one case that has benefited from it. But you see it's real, it's not just a document written on paper.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I think four. More than the website. You see the real story.

**What, if any, changes will you make in your life as a result of this story?**

Maybe the same as the last one. But I feel more that you want them to have a better...and this one is on one family, but if they can expand and have more stories it'd be more effective to the larger group.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I think this one can be a bigger in the larger group – the public, more than the website because you can see the real story and more people will understand. The public can understand and see and feel the video.

**Please share any additional comments on your attitudes toward the webpage.**

If we can see more stories expanded to the larger group, more impact. It can start with one, but also see the community we could see more of the impact. I think we could enlarge it.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

It is difficult because for me because they are both important. I think I have different perspective because it's for the people. It's useful to get to know Bangladesh. They jump to the video. They won't know anything about Bangladesh. But if you're a person that knows, it might be more useful.

**Which webpage did you find most interesting? Why?**

The second one. It's in real life. It's more connected to the people. If you want to see feeling, the first one is more boring but you can just look at information. But this one is about the situation in the country right now.

**Which webpage did you find most believable? Why?**

For me, from the perspective I have, like I don't know about the Bangladesh program, so I'd go to the second one. The second one can be produced and made into it.

**Which webpage did you find most trustworthy? Why?**

I still go for the first one. For the same reasons. If I didn't have the information about Bangladesh.

**Which webpage do you think gave the most information or context around the story?**

I think the first one. Because they have a lot of back up information and the information you can use or check your sources. You can check from other sources if it is true or not. But actually, this one is nice for the feelings.

**Which webpage did you like better and why?**

I cannot say which one I like the most, but I think they could go together. I think they should go together because of the reasons I said before. It should be the background and the stories. And it also depends on the audience of the website because if we already know the information, the project, you want to see the real situation. It shows if it happened or not.

## Thailand 5

**Please list any types of digital storytelling that you view or read on a daily basis.**

I read it on a daily basis I would say, both in Thai in English and it's not...it's I'm not like focusing on like a particular story even though my work and my previous works were more or less related to health and emerging issues and even I caught my current work is related to food security or food safety. I open myself up to all kinds of information that I can see and most officers as I get the information from is actually surprisingly through email because I subscribe...actually surprisingly through email because I subscribe to several let's say a storytelling provider like Thomson Reuters Foundation. They are very good, and sometimes I got it from OSHA and also, of course, some of them are from international agencies like the Food and Agriculture Organization of the United Nations on health as well as even though it sounds a bit more or less related to my previous work and my current work I subscribe. And the other one is out of Google Alerts, but I put in key words like human interest, social issues, emergencies... this type of information. When I subscribe to Google Alerts, it was sent into my mailbox that I use every day. Sometimes I look at it, sometimes I don't, but I will find interesting storytelling articles sent to me via email through all these channels on a daily basis. So it's interesting, sometimes I get information about all the other ones that I put into keywords as well as also women and children. So I will get out that way I will get nice storytelling in my mailbox every day, so it helps me as well. And sometimes because I use social media on a regular basis as well I get interesting stories through information from friends that the people who are friends with me on social media and they share information both in Thai and English For example, like last time during the weekend we had like a long holiday here in Thailand and there is like a feature story, a very interesting story about the aging society here in Thailand so it's related to me and I read that and I start trusting, and then I share that as well. That information is in Thai, and it is not written by you know news agencies, big new agencies, but it's just information that I share probably, and it ends up it's very interesting, and they told a story in a very compelling kind of information, so I feel like it's interesting and then I read it until it's ended and then I share to other people and it seems that lots of people who are friends with me on social media when they say it's interesting.

## *Attitudes Toward Webpage (Statistical-Based Evidence)*

**Please describe anything about this webpage that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

I will say that since I start working, I mean I used to work with the website before so I will not only look at the content. I will look at the overall look of the page, and I even think that what kind of system they use, right. I'm not sure if I used to write what or not like I'm thinking that they are using like Joomla for their content management system. When I can find out okay what type of CMS they are using I look at the content of the front page for me I know that okay this is from the Feed the Future program definitely. It's clear, but I would look at that. It's kind of you to know full of text and full of numbers, and even though they are trying to make it unique, it is an out for me. Because it's full of numbers and contents probably, but it depends on who is the audience. I will say I'm thinking who is their audience is if they are focusing probably on researcher or academics. Whoever that may need the typical information may...but if the audience is the overall, probably I will say this kind of website may need a little bit of fixing in terms of the visual ratio for that audience. I would say but for me, I'm not working I mean directly related to this work. I will say it made m...I will need some time to digest all this information, and they're trying

to put it on the front page and to grab the reader's attention. If they are a general public and probably like teenagers, I will say they may not even look at this website from the very beginning because it may be a boring to them. I would say in terms of having a little bit of experience with a content management system, and the website management sounds good.

Okay, I will try to answer your question. I'm fine now, you know overwhelmed with the numbers. That's why I'm saying that I need to adjust it. If I said what I learned in terms of Bangladesh, I am surprised I can learn that this country is quite big, but there are just only like 27.4 million population in their own country because I thought that probably the population would maybe higher than this given, you know, the population of my country is just over like 70 million people now and the size is the smaller than even Bangladesh. The country has less population than I'd expect but I will say...but the poverty, if you're asking me about the information and what did I learn about this, I will say I learned about the overall country information. The country profile tells the readers, for example like me, who pay attention than I learn about the urban-rural divide in their countries that is still a big gap, I would say, a GDP I am not sure if it reflects even though they said 6.6% but how does it reflect it in terms of you know information first if in terms of storytelling or in more in-depth information to know more about Bangladesh. I cannot tell from the GDP, but I can see the number then I have questions and these questions. And that's after I read and digest information on the front page of this website.

*Were there any parts that were helpful?*

The tabs...I just haven't clicked. I will...let me click on it. It still is kind of boring and the number, you know, it may help if I have to write some stories or I need information related to this website, and if I quickly browse through the internet and come to this website, I may be able to grab concise information on the front page. And then quickly break it down for use. But, I will say, that for people who will just casually come and have I may not have another look more...even though it's useful or not...even though I may not even, you know, try to digest hard and try to understand if it's not made it to work or it is not, you know, of my interest.

**Please describe anything about this webpage that you considered ineffective in informing you about the program.**

Let me go by section. I am on the front...on the front one. I'm okay on the tabs; I already said that it might help. On the video side, yeah, I think that it may be helpful in terms of getting to know more information about the Feed the Future programs. As a general web browser and looking at this website for the first time, I would even say why not put these at the top, so people will have a have a look if they're more interested in learning more about the program itself. The target regions, it helps. They may want to expand the graphic to get more peoples attention. The information at the later part of the front page, I think it even gets more attention and should be put on top. That may even help people want to learn more about the program itself. Funding, probably, I would think, if I look at as a person who looks at this website for the first time, the funding shows me that this is a development project that is probably important for the U.S. government. I will say as the number of budget keeps going up and up year by year. And the related news is almost, you know, not that interesting to me. I don't even want to have a look on it. Sorry. Because it is too small. It's very outdated. Since it is 2017 now, the related news is from like last year, so it needs to be updated badly. So I am happy that you brought this up because if I want to

get information on this website and if I want to have a look closer at related news then I would have a question about the numbers on the top. Is it really updated because related news is from 2016?

**Please describe any feelings that you had after viewing the page.**

It's boring. Okay. It's work so it is boring, and I can explain more that it's probably more or less similar to anywhere, even here in Thailand, that the government web page is a bit less attractive than you know private sector, NGOs, and those who have a few professionals working on the website and making it look good. And so that will help or reflect on probably credibility and how, you know, the organization is functioning. That happens to government agencies or government organizations almost everywhere anywhere including Thailand where the website is a bit, like you know, less developed in terms of technologies or visuals that will make it stand out, to make it like unique and get attention. I hope I answered your question.

**How would you describe any emotional reaction you have had as a result of the webpage. (Scale of 0 to 5, none to very strong)**

If you said about emotional related, I would give...scale at somewhere between two because it doesn't get my attention that much, even though they try to make it look nice in terms of using color. The color on the top is fine, it's nice. And they're trying to play around the website with the color like green and orange. Putting in graphics and trying to maintain the theme of the color along the yellow, green, and blue. So it's too light, it's not that catchy, it's not that attractive to the public or the first time person like me to have on there.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the webpage? If so, please describe how they have changed.**

I had heard about the program before so I would say my attitude hasn't changed. If I can sum up in this because I know a little bit of background about this Feed the Future program that it is US government policy and they working on this program in several parts of the world if I'm not mistaken, and I don't hate this program. I don't love this program, but if I look at this website if I can say something positive about this I would say that I've never looked at I mean the website of the Feed the Future program website before if I went to have a look at it for the first time and the first impression is that I don't know that they have its own website so having a website that means it's good that it reflects that they are working on this and they give importance to this project and they are trying to make it you look important to let the audience or say the stakeholders or whoever's working on this project or getting involved with this project understand that this is what they are actually working on, really want to work on, and want to make it importance and be a priority for the government. So I if I can say something positive this is my positive side, but I will say that it doesn't change my attitude...world if I'm not mistaken, and I don't hate this program. I don't love this program, but if I look at this website if I can say something positive about this I would say that I've never looked at I mean the website of the Feed the Future program website before if I went to have a look at it for the first time and the first impression is that I don't know that they have its own website so having a website that means it's good that it reflects that they are working on this and they give importance to this project and they are trying to make it you look important to let the audience or say the stakeholders or whoever's working on this project or getting involved with this project understand that this is what they are actually working on, really want to work on, and want to make it importance and be a

priority for the government. So I if I can say something positive this is my positive side, but I will say that it doesn't change my attitude...

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

I will give something where between a three. If I can give a point, I would say 3.5. That is where I am.

**What, if any, changes will you make in your life as a result of this webpage?**

If there is one thing that I can change I will focus on food and nutrition. I will say. That's because based on this information on the top, it's like 34% of the people still living in poverty and the information about stunting – 1/3 of Bangladeshi children suffer from stunting. It's kinda sad that in Thailand where foods are abandoned in towns or face the same kind of situation but even I mean much much less and as we still have an issue of stunting and children but not as much as in Bangladesh. I would say if there is one thing I can change, and actually I'm doing it right now as well is the food that we are trying to eat everyday. When I ate food I think about, you know, the food I eat everyday that I don't want to waste food anymore because I would think about all those who have much to eat who cannot even, you know, afford to have a rice bowl to eat on a daily basis. So that comes because of the big gap of the poverty divide as well but if there's one thing I can change even though I cannot like put the money and help them feel full. But if I can change one thing in life, I would say that I was trying not to waste food that I eat everyday, and I'm trying to get best out of it. everyday and I'm trying to get best out of it. everyday that I don't want to waste food anymore because I would think about all those who have much to eat who cannot even, you know, afford to have a rice bowl to eat on a daily basis. So that comes because of the big gap of the poverty divide as well but if there's one thing I can change even though I cannot like put the money and help them feel full. But if I can change one thing in life, I would say that I was trying not to waste food that I eat everyday, and I'm trying to get best out of it. everyday. When I ate food I think about, you know, the food I eat everyday that I don't want to waste food anymore because I would think about all those who have much to eat who cannot even, you know, afford to have a rice bowl to eat on a daily basis. So that comes because of the big gap of the poverty divide as well but if there's one thing I can change even though I cannot like put the money and help them feel full. But if I can change one thing in life, I would say that I was trying not to waste food that I eat everyday, and I'm trying to get best out of it.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

I would say to be honest actually if you put it this way I think it's useful for my work. It's kind of useful even though my work right now is national based; it is not regional based. Even if it regional based, it is it still not covered as a foundation part because in Thailand and Bangladesh...Bangladesh is covered as a foundation part because in Thailand and Bangladesh...Bangladesh is divided into the South Asian region while Thailand is in the Southeast Asian region. Some kinds of work overlap but some are not, but if I'm thinking about the work that I'm doing right now, it is more or less also related to the information that I can get from this website. Because it's about the program that helps, I mean in terms of agriculture and also food security and talks about you know challenges and how can this program help this country even though my work right now is also it's related to the U.N. and not related to the U.S. government but, of course, the information as a person working on communications and as you know a national media consultant for the FAO agency, I think that this information will more or less helpful for me in the future



for sure and if there is any topic related to food security in the future that I have to work on, definitely I will come back and have a look at this website and I hope that by that time I'm hoping there may be something, more development on this website.

**Please share any additional comments on your attitudes toward the webpage.**

Yeah, it turns out that this is positive. I feel good. More of a feel good part than a boring part, I would say.

***Attitudes Toward Digital Story (Narrative-Based Evidence)***

**Please describe anything about this story that was particularly helpful and/or effective in informing you about the Feed the Future program in Bangladesh.**

Exactly! It's surprising to me because of course at first I felt like it's boring but I would have a look at the information and trying to digest more information, and I find it compelling and probably as a communication person I feel like I can get this information for future use.

**Please describe anything about this story that you considered ineffective in informing you about the program.**

It's really nice. It answers the questions. I think it hits the goals. It'd be definitely very interesting how they start stories; they use compelling photos. It's so professional. I feel like this is a masterpiece. I'm sure that they are going to have like a professional work on this website for them. I do not get bored regarding you know looking as I was scrolling down and having a look, the white space gives me more, you know, I feel comfortable with the white space. I don't feel like I am forced to keep going down scrolling down and reading information about this Taroni and his family. I really like the part when they tell us for the first time because of their program that he's able to afford to send his kids to school and get a better life and have a choice for their life. I seem even to remember some of the words that he says even though I know along the way he may be coached to say something like that but still it doesn't matter because it tells a story and it to know it meets a goal and you know people like this type of information for sure and it's kind of giving a feel-good kind of feeling for the first time having a look at this website and you know having a very...I would say that I am 80% feel very positive about this program. But one thing that I am still skeptical is the part where they're talking about the fertilizer, the urea technique that they're using in terms of putting fertilizer for the rice farming process because I still need more information and probably like go further, I mean. I still feel like fertilizer and urea – is it chemical and then I have like you know a follow-up question that if it came is if its chemical if it's for real I sure will it be sustainable into Adelpia no agriculture in that but that may not be like them very often but I picture with curiosity like that I have no you know I have no objection in terms of going further and find out more information on this website I am happy to little find out more and click on more you know what kind of tabs or anything that they are allowing readers to go further and find out more about details I mean details about this thing.

**Please describe any feelings that you had after viewing the story.**

I think I covered already about the urea and the fertilizer. I don't buy that. I need to find more about that.

**How would you describe any emotional reaction you have had as a result of the story. (Scale of 0 to 5, none to very strong)**

It's very nice. I like it very much, and I think that this is for the first time that I see that it really tells a story through the website. And it's very nice. I've never seen a website that ... we talk about... for the communications background like this...I'm having a conversation with my colleagues and stakeholders for some time, or even my previous organization, and I didn't say should we keep talking about storytelling but I haven't seen that we, or even I, can manage to pull it off like this website. I would say they've done such a great job in terms of combining like storytelling competence and pull it off in terms of website and meeting the objective of the program itself to tell the story to the world. And it really doesn't matter now if it's Bangladesh or Thailand or Uganda. It's going to be effective and work if this type of website, this type of concept, is adopted for use with any kind of programs or any kind of government or policy that would like to give priority to a storytelling kind of website.

**If you did not experience any feelings, please describe what the experience was like for you.**

Definitely, I would give a five. It's a really good example. If there's one thing that I feel like they need to tell a little bit more, it is the fertilizer and chemical fertilizer part.

**Have your attitudes towards the Feed the Future program in Bangladesh changed after viewing the story? If so, please describe how they have changed.**

Yes, it changes. As I said before that, for me, I work on a national base and it is Bangladesh. If I want to get information and I may go and hope that information on the previous of webpage may be more less related to my work. I still have a feeling of you know barrier, the country of Bangladesh but with this kind of website that barrier blurred. Quite a lot to be honest. And it tells me I want to learn more about Bangladesh and they still face a lot of poverty issues and nutrition challenges and everything, but it doesn't matter now as I said I want to learn more about the country and the picture and everything are impressive. It makes me want to learn more. Yeah.

**How would you categorize your attitude change? (Scale of 0 to 5, none to very strong)**

Four. I need some room for improvement. The professionals need to leave room for improvement always.

**What, if any, changes will you make in your life as a result of this story?**

It makes me respect the farming communities and the farmer people more because Thailand is also an agricultural based country and the poverty issues are more or less similar to Bangladesh, even though the situation here in Thailand may not be as harsh as in Bangladesh, I guess. But you know, I actually respect the farmers and as I said that if there's one thing I try to change in my life is that the best way to respect farmers is not to waste the rice that they grow because they put their heart and soul, blood, sweat, and tears into rice farming. And rice farming is a very hard job, and here in Thailand we still have a big issue if we eat rice, we want to have as much as we can, but we cannot finish our bowl. We throw quite a lot of rice, sadly. So if there is one thing they can do is that I will be not as wasteful with food as the best way to respect all these farmers and families.

**In what type of situations would you want to receive this type of communication material or give someone this type of communication material?**

Work. If I can answer your question is situation side of information is work, and definitely, if I have to work on website development or content development I will definitely come back to this website and

learn how they can do it this professionally. I gave them high marks on their professionalism and pulling this off. Very impressive.

**Please share any additional comments on your attitudes toward the webpage.**

None.

***First Webpage (Numbers) versus Second Webpage (Digital Story)***

**Which webpage did you find most useful? Why?**

Well, it's kind of you to know depends on the objective of use. I would say if I need to write something and I need credible information, I would say the first page is useful for me because they have lots of information, they have graphs, they have numbers that I can rely on even though I said at the very beginning that I have a question of when this is updated and not know it's something that you know is a reliable number. I can refer to the source and put it as a reference with credibility. But in terms of it, I would like to learn about how to adapt what they are doing in terms of storytelling into practice on the website. Definitely, the second one is very useful in terms of you know getting to know more about how they can do these wherever, You know, trying to meet the objective of storytelling. This one is useful and is something I will come back to but for several times and I learned how to do this. If I can add a frequency, I will say I will have I will come back to the second webpage. It's more than the first web page because information and I made a copy and pasted for one time and have a look but I'm for the second web page.

**Which webpage did you find most interesting? Why?**

Second one. Okay as I say, it is because I don't feel like I am forced to have to look because it's flowy, it gives information without, you know, loading too much information on the web page. It looks more trendy. It's up to date. I think that lots of people are is new. The first page is something that can see every day that's why I feel bored, but the second one is new it for me. Maybe like a trend that people will go towards in the future, so it's more interesting to find.

**Which webpage did you find most believable? Why?**

Well, I'm kind of torn. I will say which one convincing me, make me believe even though the first one is full of information and stats and that is credible in a way but I will go back to the first impression...the second one. I am forced to rest and digest, and I don't feel forced to have a look and understand what this project helps one family. The second one convinced me more than the first one.

**Which webpage did you find most trustworthy? Why?**

Trustworthy, if you put it this way I will give it to the first web page simply because the second webpage I have some skepticism about the fertilizer. Because of that information only bad part that that I feel skeptical about this, and I want to learn more information. If I have time to go through more details I may give the first trustworthy to the second webpage but I judge it only on the first page of the website, I will give trustworthy to the first web page because of that because I don't have to skepticism from the information they give on the first page just yet. Probably because it's too overwhelming they have to give it to the first web page if more time.

**Which webpage do you think gave the most information or context around the story?**

I like the second page more. It gives me the most information in one page. It lets me understand things in a very nice, impressive way without forcing me to understand and look at it.

**Which webpage did you like better and why?**

Oh, definitely the second one because of the same reason is that I don't feel forced to have a look at it. It's new, it is professional, is impressive, it's a lot of details but not enough, not in an overwhelming numbers and stats and things but I can understand how one program can change one family's lives for better.